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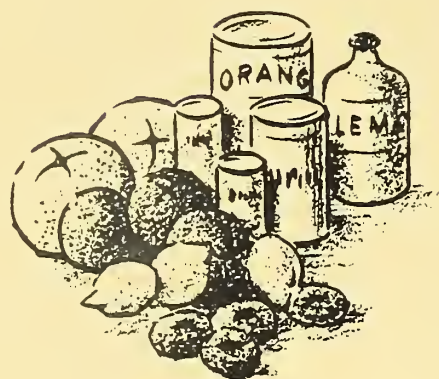
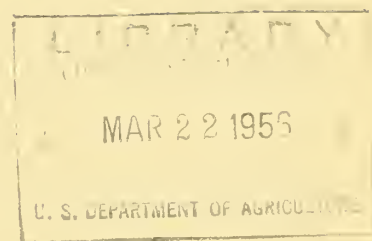


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# CONSUMER PURCHASES OF FRUITS AND JUICES

 **Family  
Characteristics**

Apr. - Sept. 1955



CPFJ-20

UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

Washington, D. C.

February 1956

## PREFACE

This report summarizes data on household consumer purchases of fresh citrus fruits, canned and frozen juices and ades during the 6-month period April-September 1955. Data for the April-September 1953 period are presented here for comparative purposes. These data are developed from those appearing in a current series of monthly reports entitled "Consumer Purchases of Fruits and Juices " and a series of quarterly reports entitled "Consumer Purchases of Fruits and Juices by Regions and Retail Outlets." The purpose of this report is to provide additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size and ages of children, age of housewife, and occupation and education of family head.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the regions were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification of data according to "presence of children" families were recorded more than once if they had children falling within more than one age group. Thus, a family having children in 3 different age groups was tabulated with each of the three groups.

In the classification for "size of community" the total populations of metropolitan areas were used rather than populations within corporate city limits.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 capita" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

The States included in each of the geographic regions for which data are presented and the distribution of population among these regions are shown in figure 1.

This is the sixth in a series of such reports covering selected 6-month periods beginning in October 1949. This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data represent estimates obtained from a nationwide consumer panel. This publication is issued by the Market Development Branch, Agricultural Marketing Service, as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the U. S. Department of Agriculture were provided under the Agricultural Marketing Act.

The report is based on data collected by the Market Research Corporation of America under contract with the U. S. Department of Agriculture.

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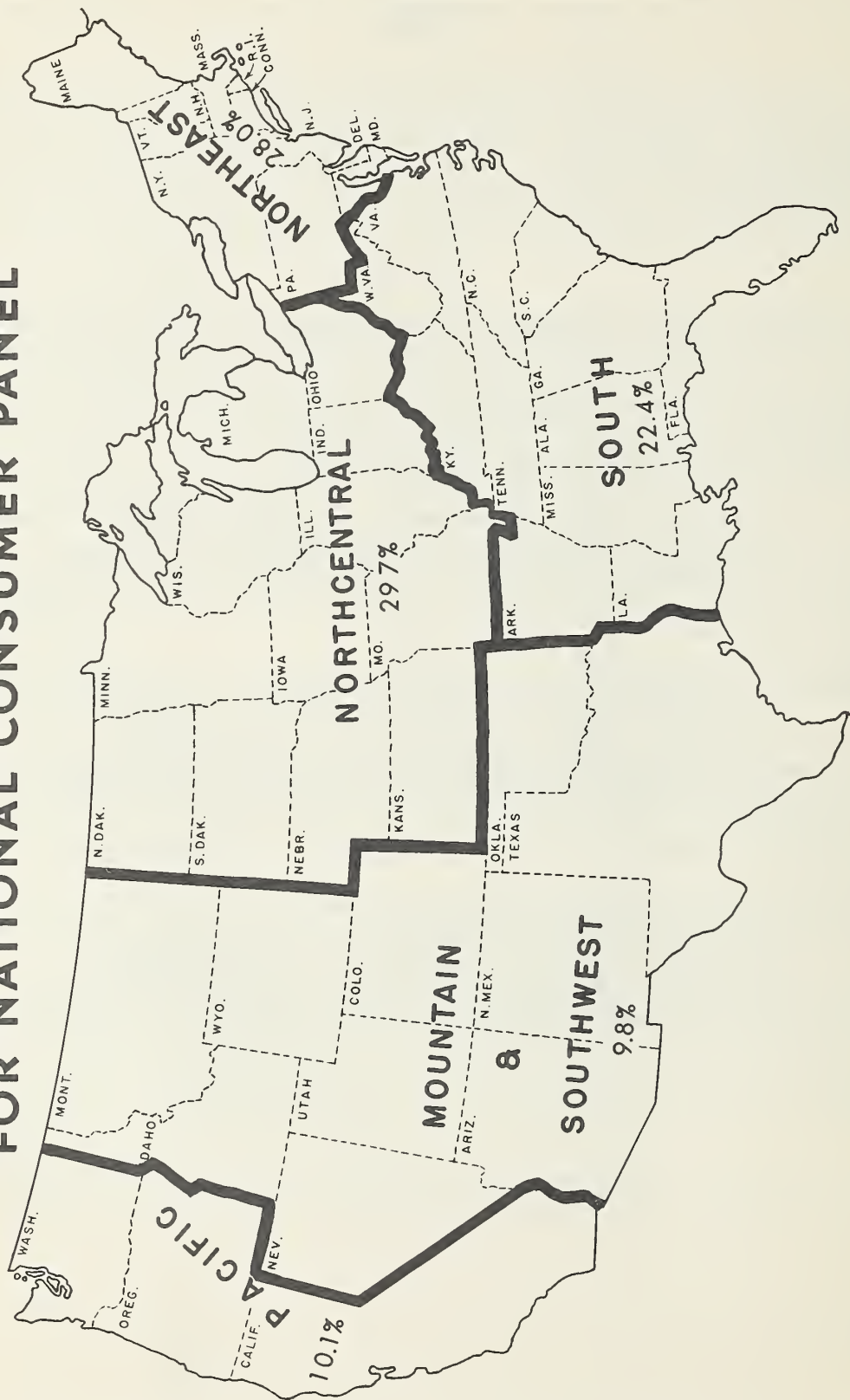
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# REGIONS AND POPULATION DISTRIBUTION FOR NATIONAL CONSUMER PANEL



CONSUMER PURCHASES OF FRUITS AND JUICES  
BY FAMILY CHARACTERISTICS

April-September 1955

SUMMARY

ORANGES AND ORANGE JUICE.--U. S. householders purchased about an 8 percent larger volume of oranges, on a fresh equivalent basis, during April-September 1955 than in the same period of 1953. This increase resulted almost entirely from larger purchases of frozen concentrated orange juice, as householders purchased less fresh oranges and canned single-strength orange juice during April-September 1955 than they did 2 years earlier.

Purchases of frozen concentrated orange juice during April-September 1955 were up almost a third from the same period in 1953, and were almost 4 times as large as in April-September 1950. Prices paid for frozen concentrated orange juice averaged about 16 cents per 6-ounce can, about 1 cent less than in April-September 1953 and about 9 cents less than in the same period of 1950.

All family groups, regardless of family characteristics and place of residence, reported higher purchases of frozen concentrated orange juice during April-September 1955 than in the same period of 1953. Farm families and families in the lower income groups showed the largest percentage gains for these comparable periods. Householders' purchases of fresh oranges and orange juices continued to indicate a close relationship to age of housewife, with largest per capita purchases reported by families with older housewives (fig.2 ).

GRAPEFRUIT AND GRAPEFRUIT JUICE.--Householders reported larger purchases of both fresh grapefruit and canned single-strength grapefruit juice during April-September 1955 than in the same period of 1953. The increase in fresh grapefruit purchases was entirely the result of larger purchases by families without children. Families with children reported slightly smaller per capita purchases than 2 years earlier. Families without children continued to report appreciably larger per capita purchases of both fresh grapefruit and canned grapefruit juice than families with children (fig. 3). Based on family income the largest percentage increase in per capita purchases of canned single-strength grapefruit juice was reported by upper income families. Householders reported paying lower prices than 2 years earlier for both fresh grapefruit and canned single-strength grapefruit juice.

LEMONS AND LEMON PRODUCTS.--Householders' purchases of lemons, on a fresh equivalent basis, in April-September 1955 were about 11 percent larger than in the 6-month period ending September 1953. This increase

was due primarily to increased purchases of both fresh lemons and frozen concentrate for lemonade. Families in the upper income group continued to report larger per capita purchases of frozen concentrated lemonade than families having lower incomes (fig. 4). The purchase of larger per capita quantities of fresh lemons by families with 6 or more members was responsible for increased total purchases of fresh lemons compared with April-September 1953 as per capita purchases in other family size groups were lower. Householders reported paying lower average prices than in April-September 1953 for both fresh lemons and frozen concentrate for lemonade.

CANNED JUICES.--Householders averaged buying the equivalent of about 2-3/4, 46-ounce cans of single-strength juices per person during April-September 1955--almost the same quantity as reported purchased in the 6-month period 2 years earlier. Larger purchases of pineapple, prune, and grapefruit juice were offset by smaller purchases of orange, tomato, and grape juice. Although the volume of pineapple juice bought by households was about 14 percent larger than in April-September 1953, on a per capita basis, families living in rural areas and families having only 1 and 2 members reported lower purchases.

Prune juice purchases were well above 2 years earlier except in the Pacific region where per capita purchases were lower and in the Mountain-Southwestern region where the volume of purchases was unchanged from April-September 1953. Lower per capita purchases of tomato juice were reported by families in all size groups with the greatest percentage decreases reported by large families.

#### FROZEN JUICES AND ADES

The total volume of frozen concentrated orange juice purchased by the Nation's households during April-September 1955 was almost one and one-third times as large as in April-September 1953 and almost 4 times as large as in the corresponding period of 1950.

The purchase rate per capita of frozen concentrated orange juice during the 6-month period April-September 1955 was also well above 2 years earlier. Both the proportion of U. S. families buying and the average quantity purchased by such families increased (table 2). Prices paid averaged about 1 cent per 6-ounce can lower than in the 6-month period April-September 1953.

Higher per capita purchases were reported for 1955 than for 1953 in all geographic regions, with the greatest relative increases in the Southern and Mountain-Southwest regions. Nevertheless, families in these two regions continued to purchase at levels well below those for other regions. Slightly fewer families bought frozen concentrated orange juice in the Northeast and Pacific regions in 1955 than they did in 1953 (table 1); but as a result of



larger average purchases by those buying, per capita purchases were about 15 and 10 percent larger, respectively. Gains in per capita purchases in the North Central, Southern, and Mountain-Southwest regions resulted from increases in both the proportion of families buying and the average quantity purchased by those families (table 3).

Per capita purchases of frozen concentrated orange juice during April-September 1955 were larger than 2 years earlier irrespective of family characteristic or place of residence. Larger than average increases, however, were reported by families living in rural areas and families in the lower and lower middle income groups. Per capita purchases of frozen concentrated orange juice in April-September 1955 continued to show a high relationship to income, with highest purchases being reported by the upper income families and lowest purchases by the lower income families (fig. 1).

On the basis of occupation of family head, families in the executive and professional class continued to report larger per capita purchases of frozen concentrated orange juice during April-September 1955 than families in other occupational categories. Increases in per capita purchases were reported by families in all occupational categories. However, largest relative increases were reported by families in the clerical, sales, service, farmer, and unclassified occupations (table 5).

The proportion of U. S. families buying frozen concentrated grape juice during April-September 1955 was slightly lower than during the same period 2 years earlier (table 1). But this trend was more than offset by the purchase of considerably larger average quantities by buying families. Thus, U. S. per capita purchases were up almost one-third from April-September 1953 (table 3). Regionally, the greatest relative increase in per capita purchases from 2 years earlier was reported by families in the Pacific region.

Per capita purchases of frozen concentrated grape juice during April-September 1955 continued to vary with income--with highest per capita purchases by families in the upper income group and smallest purchases by lower income families. Although larger per capita purchases of frozen concentrated grape juice were reported by families in all income groups, the largest percentage increase was reported in the lower middle income group. On the basis of size of family, average to smaller size families--3 members or less--reported the highest percentage increase in per capita purchases of frozen concentrated grape juice. Families having 6 or more members reported lower per capita purchases in 1955 than 2 years earlier (table 5).

A larger proportion of families in the executive and professional occupation groups purchased frozen concentrated grape juice during April-September 1955 than in the same period of 1953, but average quantities purchased by these families declined. As a result, per capita purchases in this occupational category were unchanged from April-September 1953.

Families in all other occupational categories, however, reported considerably larger per capita purchases than in the 6-month period April-September 1953.

Prices paid by all families for frozen concentrated grape juice during April-September 1955 averaged about 1.5 cents a 6-ounce can lower than in April-September 1953. By regions, average prices paid by householders for frozen concentrated grape juice during April-September 1955 ranged from a low of 19.2 cents a 6-ounce can in the Northeast region to a high of 21.2 cents in the Mountain-Southwest region (table 4).

Total purchases of frozen concentrate for lemonade by household consumers during April-September 1955 were well above 2 years earlier. Prices paid by household consumers in 1955 averaged slightly over 3 cents a 6-ounce can lower than in April-September 1953 (table 4).

About 32 percent of all families bought frozen concentrate for lemonade during April-September 1955 compared with about 29 percent during the same period 2 years earlier (table 1). A larger proportion of families in all income groups reported purchases of this product than in April-September 1953 with the largest increase among families in the lower and lower middle income groups.

All income groups reported larger per capita purchases compared with April-September 1953. On a per capita basis, small families continued to buy more than large families. In April-September 1955, however, large families--6 and more members--more than doubled their April-September 1953 per capita purchases of frozen concentrate for lemonade. Percentagewise the greatest increases were reported by families in classifications having lowest per capita purchases in April-September 1953 (table 5).

In contrast, household consumers bought slightly less shelf-pack concentrate for lemonade during April-September 1955 than in April-September 1953. This decrease was due to fewer families buying the product (table 1). Average prices paid during April-September 1955 were almost unchanged from the same period 2 years earlier. Purchases of shelf-pack concentrate for lemonade during April-September 1955 appeared to have no significant relationship to income. Largest per capita purchases were reported by small families, families having no children, and families in which the housewife was 45 years of age or over.

Householders reported buying a larger total volume of frozen concentrate for orangeade during April-September 1955 than in April-September 1953. Fewer families than 2 years earlier reported buying the product, but the average quantity bought by those families was well above a year earlier (table 3). Per capita purchases in the Northeast region were well above those of other regions. There appeared to be no significant relationship of purchases to individual family characteristics.



Purchases of shelf-pack concentrate for orangeade by householders during April-September 1955 were well below the same period of 1953. Per capita purchases of families in all income groups were at about the same level during April-September 1955. In contrast in the same period of 1953 families in the upper income groups had higher purchases than those in lower income groups.

Householders reported moderately larger purchases of canned single-strength orangeade during April-September 1955 compared with the same period of 1953. Per capita purchases of single-strength orangeade were also up from the earlier period but to a somewhat lesser degree. Contrary to the general purchase pattern for frozen juices and ades, where larger per capita purchases were reported by families in high-income groups, lower income groups reported the highest per capita consumption of canned single-strength orangeade during April-September 1955.

Families with children 6 years of age or older reported larger per capita purchases of single-strength orangeade during April-September 1955 than families having no children or children under 6 years of age. Families in which the head of family had some college education bought only about one-half as much canned orangeade on a per capita basis as did families in which the family head had only a grammar school education (table 10).

#### CANNED JUICES

Householders' purchases of canned single-strength orange juice were equivalent to 49 cases (24 No. 2 cans) per 1,000 persons during April-September 1955, about 10 cases lower than in April-September 1953. Families in all income groups reported smaller per capita purchases compared with the 6-month period 2 years earlier, with the largest percentage declines reported by families in the upper and upper middle income groups (fig. 5). Large families with 6 and more members reported the same per capita purchase volume as during April-September 1953. Smaller families, 5 members or less, reported sizeable declines from 2 years earlier in per capita purchases.

Lower per capita purchases of canned orange juice were reported during April-September 1955 irrespective of the presence of children or children of various ages. The greatest percentage declines, however, were reported by families having no children and families with children in the 13-20 age group. Highest per capita purchases of canned orange juice continued to be reported in the Southern region. Families reported lower purchases than 2 years earlier in all regions except the Pacific, where per capita purchases were higher (table 10). Prices paid by householders ranged from an average of 34.0 cents a 46-ounce can in the Pacific region to 29.6 cents in the Northeast region. Prices paid by all families averaged 30.9 cents, down slightly from 2 years earlier (table 9).

Total purchases of canned single-strength grapefruit juice by householders during April-September 1955 were about one-third larger than 2 years earlier. Prices paid averaged about 2.5 cents lower than in April-September 1953. Gains in per capita purchases compared with 2 years earlier were reported by all income groups (fig. 5). The largest percentage increases, however, were reported by the upper income groups.

Families in the clerical, sales, and service occupational group reported slightly lower per capita purchases than during April-September 1953. Families in all other occupational groups, however, increased their purchases. Families without children continued to report considerably higher per capita purchases than families with children (fig. 3). Regionally the largest percentage increases in purchases per person, compared with 2 years earlier, were reported by families in the Southern and Mountain-Southwest regions (table 10).

Total purchases of canned single-strength orange-grapefruit blended juice by the Nation's consumers during April-September 1955 were almost unchanged from the same period of 1953. Per capita purchases were slightly lower. Decreased purchases resulted primarily from fewer families buying (table 6). Prices paid averaged about 1.5 cents a 46-ounce can lower than in April-September 1953 (table 9).

Families in the upper and lower income groups reported larger per capita purchases of canned single-strength blended juice, but families in the middle-income groups reported substantially smaller purchases than in the period April-September 1953 (fig. 5).

Householders purchased a smaller volume of canned single-strength tangerine juice during April-September 1955 than in the same period of 1953. Prices paid averaged about 1.5 cents per 46-ounce can lower than 2 years earlier (table 9). Decreased per capita purchases were reported by families in all income groups except the lower middle, where larger per capita purchases were reported (table 10).

A smaller proportion of families bought canned and bottled lemon juice during April-September 1955 than in this period of 1953 (table 6). Buying families, however, averaged buying the same quantity as 2 years earlier (table 8). Families in all occupation classifications except farming reported lower per capita purchase than during April-September 1953. Per capita purchases of farm families were unchanged.

Per capita purchases of canned and bottled single-strength grape juice were down considerably in the 6-month period ending September 1955 compared with the same period ending September 1953. Increased per capita purchases were reported by families in the Northeastern region and by families in the clerical, sales, and service occupational group. Per capita purchases reported by families with teenage children and families in which the housewife was under 35 years of age were unchanged from 2 years earlier. Lower



per capita purchases were reported by families in all other classifications (table 10).

Householders purchased about 14 percent more canned single-strength pineapple juice in April-September 1955 than in the same period of 1953. Fewer families bought the product but those buying purchased larger average quantities than 2 years earlier (table 8). Larger per capita purchases were reported by families in all regions except the Mountain-Southwest where purchases were lower. Larger per capita purchases were also reported by families in all size groups except families of 1 and 2 members which reported lower purchases. Prices paid by the Nation's families for canned single-strength pineapple juice during April-September 1955 averaged about 3.5 cents a 46-ounce can lower than in April-September 1953 (table 9).

With more families buying and with larger average purchases by those buying, purchases of canned single-strength prune juice during April-September 1955 were well above the same period of 1953 (table 8). Higher per capita purchases were reported in all regions except the Pacific, where purchases were lower, and in the Mountain-Southwest, where purchases were unchanged from 2 years earlier. Families in the upper income group reported the largest percentage increase in per capita buying (fig. 5). Similarly families in the executive and professional occupation group reported a larger percentage increase in purchases per person than families in other occupational groups (table 10).

Although U. S. householders bought a larger volume of canned single-strength tomato juice during April-September 1955 than of any other single-strength juice, total purchases were about 10 percent lower than during April-September 1953. Decreased purchases resulted from the combined effect of fewer families buying and smaller average purchases by these families (tables 6 and 7). Although lower per capita purchases were reported by families in all income groups than 2 years earlier, the percentage decreases were slightly larger for families in the lower middle and lower income groups (fig. 5).

Families in which the housewife was 45 years of age or over continued to purchase larger per capita quantities of tomato juice than families with younger homemakers. Householders reported paying about the same price for tomato juice during April-September 1955 as 2 years earlier (table 10).

#### FRESH CITRUS

Household consumers bought the equivalent of slightly more than one and one-third dozen oranges per person during the 6-month period April-September 1955 compared with slightly more than one and one-half dozen in the corresponding 6-months of 1953.

Slightly larger purchases of Florida oranges and oranges (unidentified as to origin) were reported by U. S. householders in April-September 1955 than in the same period of 1953. Purchases of California-Arizona oranges, however, were well below those reported in April-September 1953. Total per capita purchases of oranges were unchanged from 2 years earlier in the Southern region but were smaller in all other geographic regions (table 15).

Householders bought the equivalent of about two-thirds of a dozen California-Arizona oranges per person during April-September 1955 compared with about 1 dozen in the same period of 1953. Decreases in purchases of California-Arizona oranges were noted for families in all income and size groups. Regionally, the largest percentage decrease in per capita purchases was reported by families in the Pacific region (table 15). The Nation's householders reported paying almost 7 cents a dozen more than 2 years earlier for California-Arizona oranges (table 14).

Household consumers reported about the same per capita purchases of Florida oranges during April-September 1955 as in April-September 1953. Since Florida oranges are not readily available during all the months of April through September, per capita purchases of this fruit were well below those reported during October through March.

Families in the upper income group reported about 5 percent larger per capita purchases of Florida oranges, while families in other income groups reported slightly lower purchases than in April-September 1953. Families without children reported slightly larger per capita purchases of Florida oranges during April-September 1955, while families with children reported purchases unchanged or lower than 2 years earlier (table 15).

On a box basis, householders' purchases of fresh grapefruit, although seasonally low due to the unavailability of Florida fruit, were well above the volume reported during April-September of 1953. A slight drop in proportion of families buying was more than offset by larger average purchases by those buying (tables 11-13). Per capita purchases, measured in dozens, were higher than a year earlier in all geographic regions and in all income groups. Families without children reported per capita purchases about 22 percent larger than 2 years earlier, but families with children reported slightly lower purchases per person (table 15). Consumers reported paying slightly lower prices for grapefruit during the 6-month period April-September 1955 than in the corresponding period of 1953 (table 14).

Slightly larger purchases of fresh lemons were reported by U. S. householders during April-September 1955 compared with the same period of 1953. Families in every region except in the Mountain-Southwest and Pacific regions reported larger per capita purchases than 2 years earlier. Families in the middle-income groups and the upper income groups reported almost the

same percentage increase in per capita purchases during April-September 1955 compared with the same period of 1953. Low-income families reported only a slight increase in per capita purchases (fig. 4). A sizeable gain in per capita purchases was reported by families with 6 and more members. Decreases in per capita purchases were reported by families with 3 or less members (table 15). Prices paid during April-September 1955 for fresh lemons averaged 41.5 cents a dozen--almost 3.5 cents lower than during April-September 1953 (table 14).

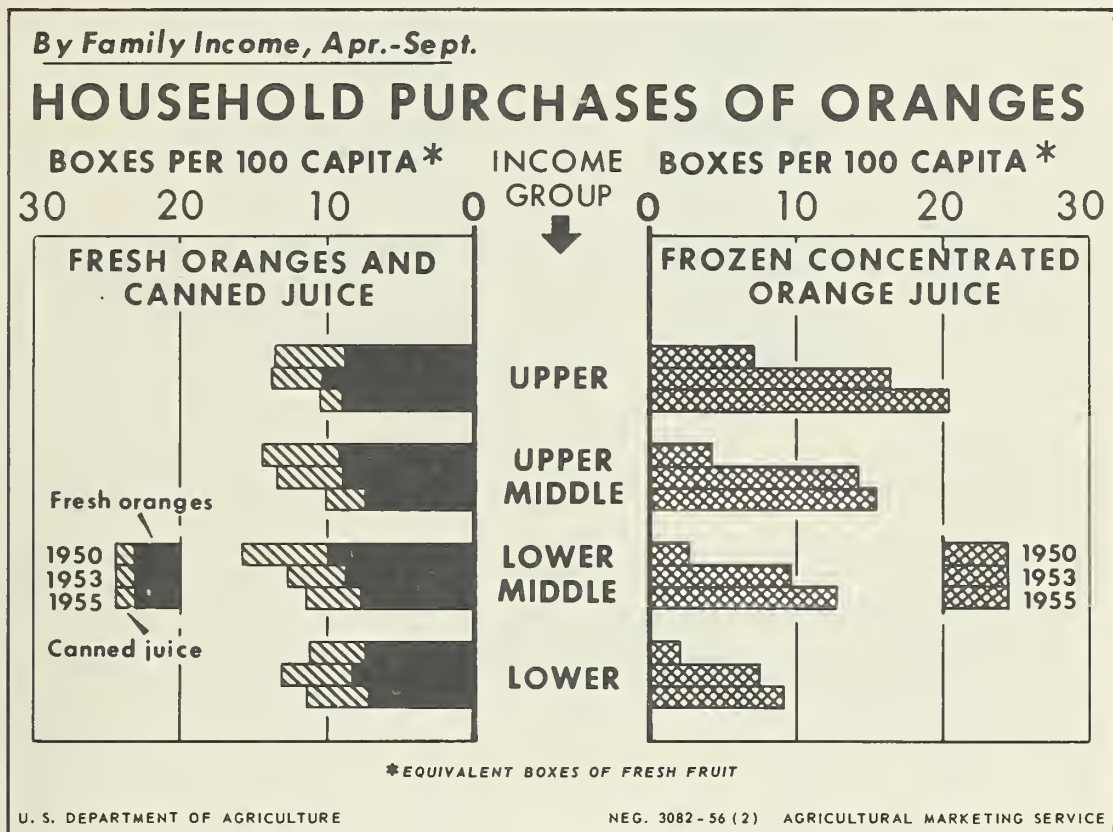


Figure 1



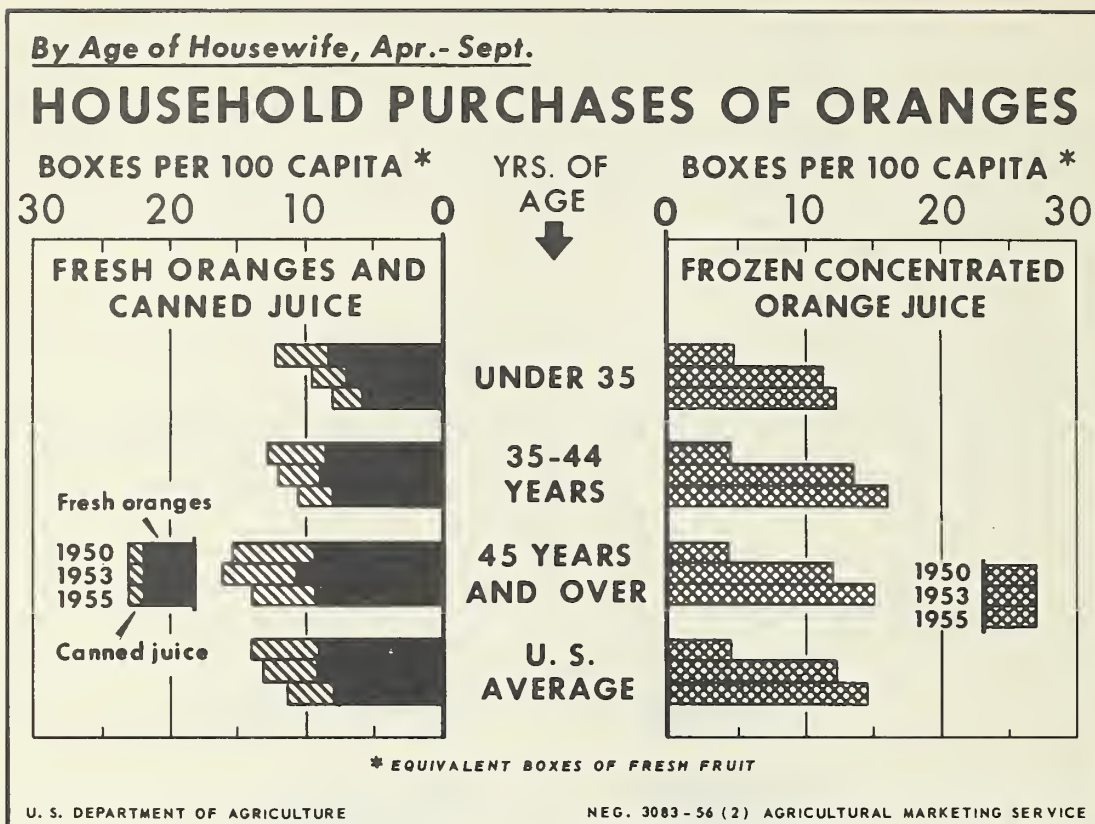


Figure 2

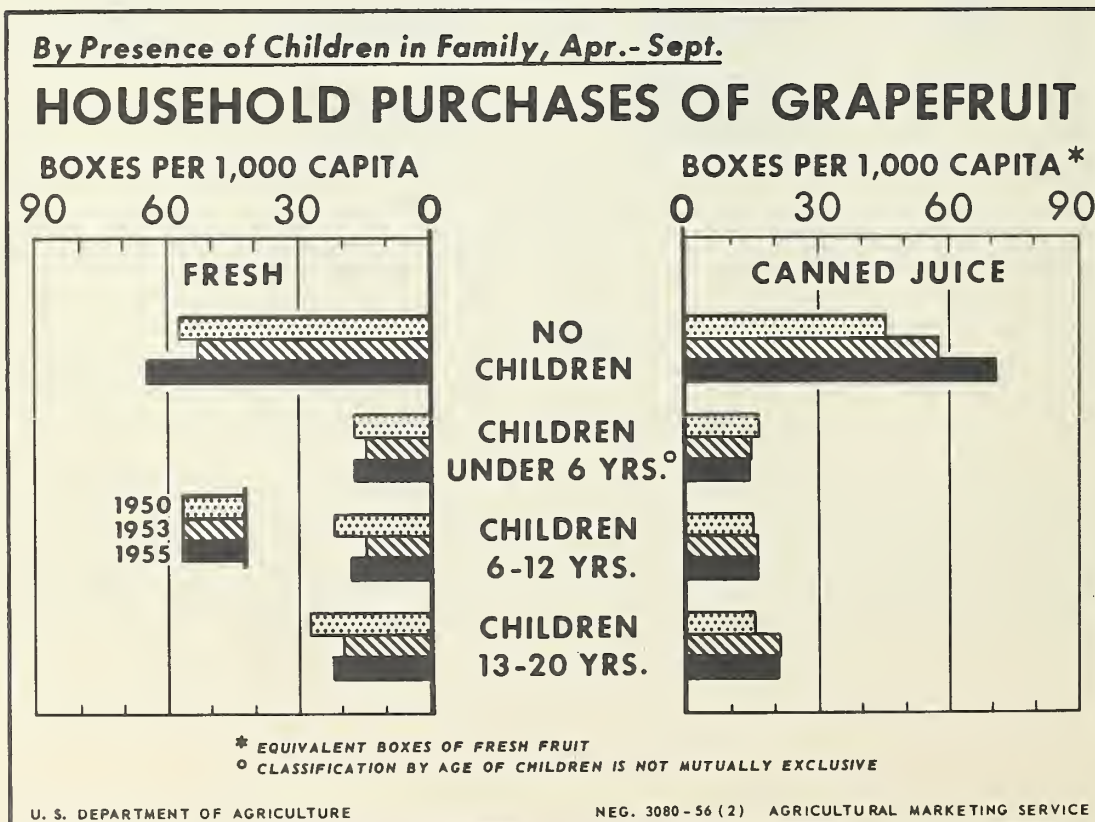
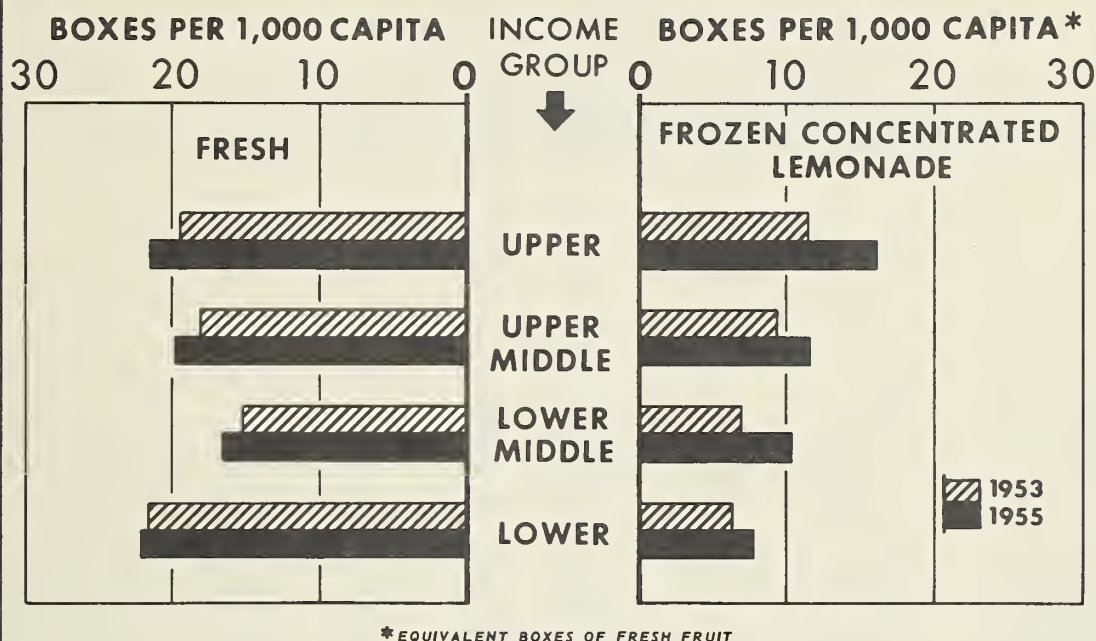


Figure 3



*By Family Income, Apr.-Sept.*

## HOUSEHOLD PURCHASES OF LEMONS



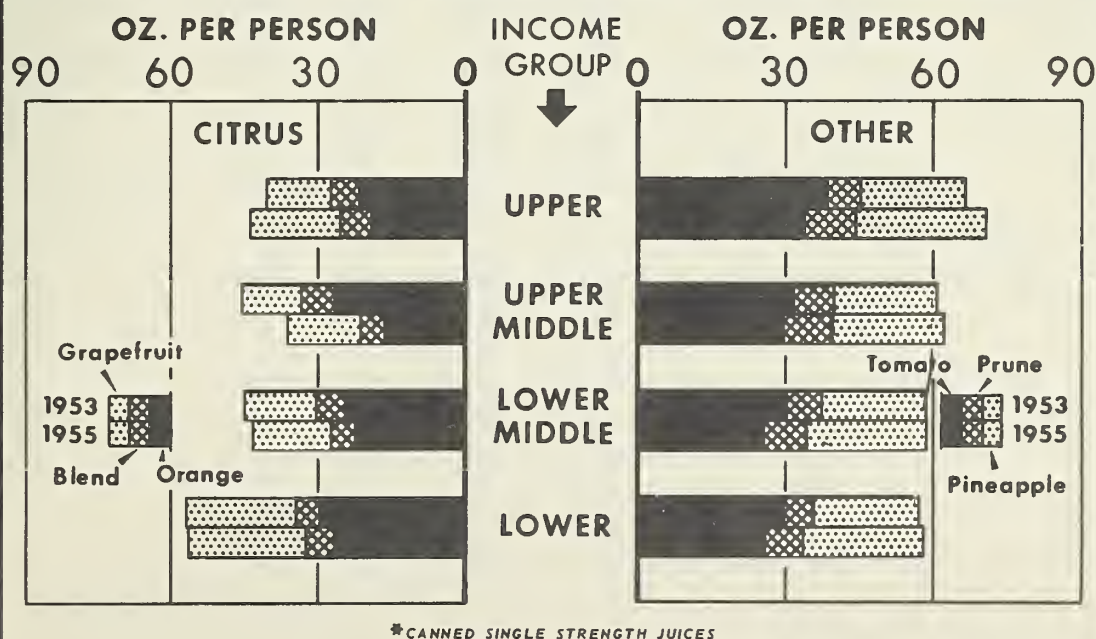
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Figure 4

*By Family Income, Apr.-Sept.*

## HOUSEHOLD PURCHASES OF JUICES\*



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Figure 5

Table 1.--Frozen and shelf-pack concentrated juices and ades: Percentage of all families buying, by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	Frozen concentrated juices						Frozen single-strength lemon juice	
	Orange		Grape		All frozen concentrates 1/		1955	1953
	1955	1953	1955	1953	1955	1953		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	51.3	49.7	15.8	16.5	53.5	51.9	2.9	3.0
Geographic region								
Northeast	63.5	65.1	23.5	24.8	67.0	68.0	4.3	3.9
North Central	52.9	50.4	15.6	17.3	55.0	52.9	2.3	3.5
South	36.3	30.5	9.8	8.6	37.3	31.5	2.2	1.5
Mountain and Southwest	49.2	43.9	12.8	12.2	51.5	45.7	2.8	3.8
Pacific	51.5	54.3	13.9	14.0	53.5	56.8	2.6	1.8
Size of community								
Farm	27.4	22.4	7.0	6.1	28.1	23.3	1.5	1.4
City (population)								
Under 10,000	42.5	40.4	11.8	11.5	44.0	42.2	2.4	3.1
10,000-99,999	53.3	54.8	14.7	17.6	56.4	55.8	3.1	3.8
100,000-499,999	59.7	59.6	21.0	20.4	61.9	62.7	5.2	4.2
500,000 and over	65.3	66.6	20.9	24.2	68.4	69.7	2.4	2.8
Family income								
Upper	59.0	64.0	19.6	23.1	61.4	66.2	4.4	4.6
Upper middle	55.4	54.7	16.6	18.1	55.8	56.2	2.4	2.6
Lower middle	53.0	45.0	16.5	14.8	56.2	47.9	2.4	3.0
Lower	38.4	34.6	10.6	9.6	41.2	36.6	2.4	1.7
Size of family								
1 and 2 members	48.2	45.1	11.5	11.4	50.3	47.3	3.3	2.8
3 members	54.2	49.1	16.4	16.6	56.6	52.9	3.1	3.2
4 and 5 members	57.7	58.9	21.9	22.7	60.2	60.2	2.5	3.8
6 and over	37.8	37.7	10.6	12.9	39.0	39.5	2.2	3/
Presence of children 4/								
No children	47.1	45.9	12.1	12.6	49.3	48.5	3.3	3.0
Under 6 years	55.6	54.7	19.9	20.4	57.9	56.7	2.4	2.7
6-12 years	53.2	51.1	18.9	19.8	55.1	52.6	2.4	2.3
13-20 years	48.9	47.6	13.9	16.5	51.3	49.0	2.3	3.3
Occupation of family head								
Executive, professional	77.1	71.9	26.8	24.7	77.5	73.7	4.1	4.3
Clerical, sales, service	62.8	57.7	19.0	19.8	66.3	60.0	3.0	3.8
Craftsman, laborer	52.4	47.4	15.8	16.5	54.5	49.8	2.9	2.6
Farmer	26.8	20.4	6.9	5.7	26.8	21.7	1.6	1.5
Unclassified	30.0	38.4	8.3	8.9	35.2	41.1	2.5	2.2
Education of family head								
Grammar school	37.7	36.3	10.2	11.0	40.0	38.5	2.1	2.3
Some high school	59.9	58.9	19.8	21.7	62.2	61.0	3.1	3.6
Some college	71.8	70.3	22.9	21.8	73.2	72.6	4.4	3.6
Age of housewife								
Under 35 years	56.6	51.4	19.7	17.1	58.6	53.6	2.6	2.9
35-44 years	55.9	55.5	20.2	20.6	58.6	57.3	2.8	3.5
45 years and over	47.0	46.1	12.1	14.0	49.0	48.4	3.1	2.8

- Continued

Table 1.--Frozen and shelf-pack concentrated juices and ades: Percentage of all families buying, by family characteristics and place of residence, April-September 1953 and April-September 1955--Continued

Item	Concentrate for ades								
	Lemonade				Orangeade				Grape 2/
	Frozen		Shelf-pack		Frozen		Shelf-pack		Shelf-pack
	1955	1953	1955	1953	1955	1953	1955	1953	1955
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	32.4	29.1	5.1	6.6	2.6	3.2	5.4	9.5	3.2
Geographic region									
Northeast	42.6	41.6	8.3	7.7	7.5	5.8	5.3	9.6	4.5
North Central	35.2	30.1	4.9	9.0	1.5	3.0	8.2	13.2	3.1
South	16.0	13.4	1.3	2.2	3/	3/	1.2	3.9	3/
Mountain and Southwest	26.3	26.4	4.3	6.1	1.0	3.3	6.9	10.2	3.6
Pacific	40.1	30.3	6.4	6.9	3/	2.7	5.3	10.2	5.3
Size of community									
Farm	12.8	9.7	3.7	4.2	3/	1.2	5.5	7.6	2.9
City (population)									
Under 10,000	22.6	22.2	4.0	6.8	1.2	2.5	7.8	11.0	2.9
10,000-99,999	35.9	31.4	5.8	7.9	1.9	3.6	5.6	11.0	1.0
100,000-499,999	38.7	37.7	5.2	6.9	2.8	2.9	4.8	10.6	3.7
500,000 and over	45.4	40.9	6.3	7.2	5.4	5.0	3.9	8.2	4.4
Family income									
Upper	40.4	38.6	6.3	6.2	2.7	3.2	5.6	10.3	4.7
Upper middle	33.3	31.4	4.5	8.2	3.0	4.5	6.1	11.0	3.4
Lower middle	33.5	26.4	4.6	6.0	2.6	2.7	4.9	8.8	2.7
Lower	23.0	19.7	5.0	5.8	2.2	2.3	5.0	7.7	2.1
Size of family									
1 and 2 members	28.3	26.3	4.9	6.6	1.5	2.2	5.3	8.2	2.4
3 members	35.3	28.9	3.9	5.3	3.2	3.4	4.0	9.8	2.5
4 and 5 members	38.1	34.6	6.6	8.1	4.1	4.4	6.3	10.4	4.3
6 and over	24.0	21.9	4.0	4.5	3/	2.2	5.9	10.0	4.0
Presence of children 4/									
No children	27.3	26.7	4.7	6.1	1.6	2.3	5.3	8.1	2.6
Under 6 years	37.6	30.7	5.2	7.6	2.9	3.9	5.4	9.6	4.1
6-12 years	33.2	30.6	5.2	7.3	3.6	4.0	5.4	11.1	3.9
13-20 years	34.9	28.2	6.1	6.3	3.2	3.4	6.5	10.9	3.6
Occupation of family head									
Executive, professional	51.7	41.1	5.9	8.2	2.4	3.2	7.1	10.2	5.4
Clerical, sales, service	42.0	36.4	6.5	8.7	3.8	5.1	5.3	10.8	3.2
Craftsman, laborer	32.3	27.8	5.0	5.6	3.2	3.5	5.3	9.4	2.8
Farmer	13.4	8.6	3.4	5.5	3/	1.5	5.8	8.3	3.6
Unclassified	19.3	23.2	4.8	4.7	2.1	1.2	3.5	7.7	1.7
Education of family head									
Grammar school	21.6	20.4	4.9	4.9	1.8	2.8	5.4	8.6	2.3
Some high school	39.3	36.1	5.0	7.5	3.5	4.1	5.7	10.4	4.5
Some college	48.7	40.3	5.6	9.5	2.9	2.6	4.6	10.2	2.9
Age of housewife									
Under 35 years	37.0	28.7	4.2	6.5	3.6	4.1	4.6	7.9	3.3
35-44 years	36.6	33.2	5.0	6.6	3.1	3.3	5.9	11.2	3.6
45 years and over	28.7	27.1	5.5	6.6	2.0	2.9	5.5	9.1	3.0

1/ Includes purchases of other frozen concentrated juices.

2/ Data not available for April-September 1953.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen and shelf-pack concentrated juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	Frozen concentrated juices						Frozen single-strength lemon juice	
	Orange		Grape		All frozen concentrates 1/		1955	1953
	1955	1953	1955	1953	1955	1953		
	Number	Number	Number	Number	Number	Number	Number	Number
United States	8.8	9.2	3.4	3.3	10.1	10.5	1.3	1.3
Geographic region								
Northeast	11.1	11.6	3.4	3.3	12.6	13.3	1.4	1.2
North Central	7.7	8.4	3.1	3.5	8.8	9.7	1.1	1.4
South	7.5	7.6	3.5	3.4	8.4	8.6	1.4	1.2
Mountain and Southwest	6.9	7.3	3.0	3.2	7.8	8.6	1.2	1.5
Pacific	7.6	7.6	3.1	2.2	9.0	8.4	1.5	1.0
Size of community								
Farm	5.4	5.4	2.3	2.6	6.1	6.1	3/	1.3
City (population)								
Under 10,000	6.6	7.6	3.1	3.3	7.5	8.7	1.2	1.3
10,000-99,999	7.8	8.4	4.4	4.1	9.0	10.2	1.6	1.1
100,000-499,999	8.7	8.9	3.1	3.0	10.2	10.2	1.3	1.4
500,000 and over	10.1	11.3	3.2	3.2	11.4	12.7	1.6	1.2
Family income								
Upper	10.6	9.9	3.3	3.4	12.0	11.5	1.4	1.4
Upper middle	9.4	9.9	4.1	3.6	11.3	11.5	1.1	1.2
Lower middle	8.1	8.8	3.2	2.8	9.2	9.7	1.4	1.4
Lower	7.3	7.3	3.0	3.0	8.1	8.3	1.5	1.1
Size of family								
1 and 2 members	7.4	7.6	3.3	2.5	8.4	8.4	1.5	1.3
3 members	10.3	9.3	3.9	2.6	11.8	10.2	1.2	1.3
4 and 5 members	10.5	10.3	3.6	3.7	12.0	12.1	1.5	1.2
6 and over	10.1	9.9	3.7	4.8	11.5	11.8	1.0	3/
Presence of children 4/								
No children	7.9	7.8	3.3	2.5	9.0	8.7	1.4	1.4
Under 6 years	9.4	10.7	3.3	4.1	10.9	12.6	3/	1.2
6-12 years	10.3	10.6	3.6	3.9	11.8	12.4	1.1	1.3
13-20 years	10.4	9.5	3.8	3.5	11.5	10.9	1.5	1.2
Occupation of family head								
Executive, professional	9.2	10.6	2.7	3.7	10.7	12.5	1.2	1.4
Clerical, sales, service	10.1	9.5	3.8	2.9	11.4	10.8	1.3	1.2
Craftsman, laborer	7.8	9.1	3.3	3.3	9.1	10.3	1.4	1.2
Farmer	5.5	5.4	2.7	3.0	6.5	6.2	3/	1.3
Unclassified	10.7	7.0	4.1	2.6	10.8	7.7	2.0	1.3
Education of family head								
Grammar school	7.6	7.5	3.2	3.2	8.5	8.6	1.1	1.2
Some high school	9.0	10.1	3.7	3.3	10.5	11.7	1.5	1.4
Some college	10.2	10.2	2.9	3.3	11.6	11.7	1.5	1.3
Age of housewife								
Under 35 years	8.3	9.6	3.4	4.0	9.8	11.2	1.2	1.2
35-44 years	10.3	10.3	3.5	3.5	11.7	11.9	1.5	1.4
45 years and over	8.5	8.4	3.2	2.7	9.5	9.4	1.3	1.3

- Continued



Table 2.--Frozen and shelf-pack concentrated juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955--Continued

Item	Concentrate for ades								
	Lemonade				Orangeade				Grape <sup>2/</sup>
	Frozen		Shelf-pack		Frozen		Shelf-pack		Shelf-pack
	1955	1953	1955	1953	1955	1953	1955	1953	1955
	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	4.0	3.7	1.6	1.6	2.5	1.7	3.1	3.2	2.0
Geographic region									
Northeast	4.4	3.9	1.4	1.7	2.6	1.7	2.5	2.8	2.2
North Central	3.9	3.7	1.5	1.5	1.3	1.4	3.4	3.4	1.8
South	3.3	3.0	1.4	1.6	3/	3/	2.8	2.9	3/
Mountain and Southwest	4.2	3.9	2.7	1.7	2.6	2.4	4.0	4.2	2.3
Pacific	3.6	3.3	1.3	1.4	3/	1.4	3.2	2.4	1.7
Size of community									
Farm	2.6	2.5	1.3	1.2	3/	1.3	3.3	3.1	1.5
City (population)									
Under 10,000	3.5	3.4	1.9	1.3	2.6	1.4	3.7	3.9	1.8
10,000-99,999	4.0	3.7	1.4	1.7	1.7	2.6	3.7	3.9	4.8
100,000-499,999	3.9	3.7	1.3	1.4	1.5	1.2	2.2	2.7	2.4
500,000 and over	4.1	3.9	1.6	1.9	2.5	1.7	2.8	2.8	1.6
Family income									
Upper	4.5	3.8	1.4	1.8	2.7	2.3	2.8	3.3	2.0
Upper middle	4.3	3.9	1.9	1.5	3.3	1.5	2.6	3.0	1.6
Lower middle	3.6	3.5	1.4	1.5	2.3	1.5	4.1	3.0	2.2
Lower	3.7	3.3	1.7	1.5	1.6	1.4	3.4	3.4	2.3
Size of family									
1 and 2 members	4.0	3.3	1.5	1.4	1.8	1.2	3.3	3.1	1.8
3 members	4.3	3.7	1.9	1.8	2.4	2.1	3.1	3.4	2.4
4 and 5 members	4.3	4.0	1.6	1.6	2.5	1.7	3.4	3.2	2.2
6 and over	4.2	3.0	1.3	1.7	3/	1.2	3.6	2.8	1.9
Presence of children <sup>4/</sup>									
No children	4.2	3.4	1.6	1.5	2.2	1.3	3.4	3.0	1.8
Under 6 years	3.6	3.8	1.2	1.6	3.2	1.3	3.1	3.0	1.8
6-12 years	4.3	3.8	1.9	1.5	3.1	2.0	3.6	3.0	2.5
13-20 years	4.6	3.9	1.4	1.8	3.1	2.1	3.0	3.8	2.1
Occupation of family head									
Executive, professional	3.6	4.0	1.3	1.6	2.5	2.3	2.1	3.1	1.5
Clerical, sales, service	4.0	3.7	1.9	1.8	1.9	1.2	2.2	2.3	2.0
Craftsman, laborer	3.9	3.5	1.6	1.4	2.7	1.8	3.5	3.5	2.1
Farmer	3.3	2.3	1.3	1.2	3/	1.3	3.5	3.3	1.4
Unclassified	5.4	3.4	1.5	1.7	1.7	1.0	5.8	3.6	3.7
Education of family head									
Grammar school	4.1	3.3	1.5	1.5	2.6	1.8	3.2	3.2	2.0
Some high school	4.0	3.8	1.7	1.6	2.6	1.4	3.2	3.0	2.1
Some college	4.0	3.9	1.5	1.7	2.3	2.1	2.7	3.4	1.8
Age of housewife									
Under 35 years	3.7	3.8	1.5	1.5	2.4	1.9	2.8	2.6	1.6
35-44 years	4.0	3.7	1.6	1.7	2.7	1.8	3.1	3.0	2.7
45 years and over	4.2	3.6	1.6	1.5	2.4	1.4	3.4	3.4	1.8

<sup>1/</sup> Includes purchases of other frozen concentrated juices.

<sup>2/</sup> Data not available for April-September 1953.

<sup>3/</sup> Too few purchases reported for analysis.

<sup>4/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 3.--Frozen and shelf-pack concentrated juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	Frozen concentrated juices						Frozen single-strength lemon juice	
	Orange		Grape		All frozen concentrates 1/			
	1955	1953	1955	1953	1955	1953	1955	1953
	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans
United States	28.2	26.2	7.0	5.8	30.5	28.1	3.0	2.6
Geographic region								
Northeast	35.4	32.4	7.3	5.8	38.2	35.1	3.2	2.3
North Central	24.1	23.6	6.8	6.0	26.2	25.3	2.1	2.8
South	24.7	21.5	6.8	6.0	26.7	23.0	4.9	1.9
Mountain-Southwest	22.0	20.2	5.8	6.2	23.5	22.4	2.1	3.8
Pacific	24.3	23.4	6.8	3.8	26.9	24.5	2.3	1.3
Size of community								
Farm	18.3	15.8	5.1	4.7	20.1	16.8	1.5	2.8
City (population)								
Under 10,000	20.7	19.4	6.8	5.3	22.6	20.9	3.8	3.0
10,000-99,999	24.1	23.0	8.7	7.2	26.0	26.2	2.8	1.9
100,000-499,999	27.1	26.4	6.6	5.5	30.1	28.3	2.8	2.8
500,000 and over	33.1	32.4	6.6	5.5	35.2	34.5	3.2	2.6
Family income								
Upper	36.5	29.4	7.5	6.2	39.2	32.2	4.1	3.0
Upper middle	30.1	29.0	7.9	6.2	33.9	31.5	2.1	2.6
Lower middle	25.2	23.9	7.0	4.7	27.1	24.7	2.3	2.3
Lower	20.1	18.1	5.8	5.5	21.1	19.6	2.8	1.7
Size of family								
1 and 2 members	19.6	18.5	6.4	4.0	21.3	19.8	2.8	3.6
3 members	30.9	24.9	7.7	4.0	33.5	25.6	2.3	2.3
4 and 5 members	35.6	30.9	7.7	6.4	38.4	24.1	4.1	1.9
6 and over	38.4	33.4	9.0	10.0	42.0	36.8	2.6	3/
Presence of children 4/								
No children	22.2	19.2	6.4	4.0	24.1	20.2	3.4	3.2
Under 6 years	32.0	32.0	7.3	7.2	34.8	34.9	1.9	1.7
6-12 years	35.6	33.4	8.1	7.0	38.6	36.6	2.3	2.3
13-20 years	36.0	29.6	7.9	6.6	38.0	32.2	3.2	2.1
Occupation of family head								
Executive, professional	30.7	32.4	5.8	6.6	33.9	35.6	2.3	3.8
Clerical, sales, service	32.0	25.1	7.5	4.9	34.1	27.3	2.6	1.9
Craftsman, laborer	24.5	25.6	7.3	5.8	27.1	27.3	3.4	1.9
Farmer	18.8	15.8	6.8	5.8	21.3	17.3	1.3	2.3
Unclassified	30.3	17.5	8.1	4.3	29.0	18.3	4.1	2.8
Education of family head								
Grammar school	24.1	20.7	6.6	5.3	25.6	22.0	2.1	1.9
Some high school	27.9	28.2	7.9	5.5	30.7	30.5	4.1	3.4
Some college	34.1	30.9	6.0	6.6	37.1	33.7	2.8	2.1
Age of housewife								
Under 35 years	26.9	28.5	7.5	7.7	30.1	31.3	2.3	1.9
35-44 years	35.0	30.7	7.7	6.4	37.5	33.3	2.8	3.2
45 years and over	25.4	22.4	6.6	4.5	27.3	23.9	3.4	2.3

- Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 3.--Frozen and shelf-pack concentrated juices and ades; Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955--Continued

Item	Concentrate for ades									
	Lemonade					Orangeade				
	Frozen		Shelf-pack			Frozen		Shelf-pack		Grape 2/
	1955	1953	1955	1953		1955	1953	1955	1953	Shelf-pack
	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans		6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans	6 oz. cans
United States	11.9	8.7	3.4	3.2		6.4	3.6	8.5	7.3	4.5
Geographic region										
Northeast	12.4	9.0	3.2	3.2		6.4	3.6	5.5	6.2	5.1
North Central	12.2	9.0	3.4	3.4		3.0	2.8	9.0	8.7	3.6
South	9.6	6.2	2.1	2.6		3/	3/	6.2	5.8	3/
Mountain-Southwest	11.5	10.5	6.0	3.2		8.7	6.0	12.6	9.4	5.1
Pacific	11.1	8.7	2.6	3.0		3/	3.4	9.6	4.9	3.8
Size of community										
Farm	9.6	6.8	2.8	2.6		3/	3.2	10.5	7.5	3.0
City (population)										
Under 10,000	11.1	7.9	3.8	2.3		5.8	3.0	10.0	9.2	3.4
10,000-99,999	11.5	8.7	3.0	3.4		5.1	5.5	9.2	6.0	9.2
100,000-499,999	11.1	9.6	2.8	3.2		4.1	2.8	5.8	6.8	6.8
500,000 and over	12.2	9.0	3.6	3.8		6.6	3.6	7.7	6.4	3.2
Family income										
Upper	14.3	9.4	3.0	3.2		6.2	4.3	8.7	8.3	4.3
Upper middle	12.8	9.4	4.3	3.2		7.5	3.8	7.5	7.5	4.1
Lower middle	10.7	7.9	3.2	3.4		6.8	3.6	10.9	7.0	4.3
Lower	9.6	7.5	3.4	2.8		4.9	2.6	7.9	6.0	5.8
Size of family										
1 and 2 members	10.9	7.7	3.2	2.8		3.8	2.6	7.5	6.0	3.6
3 members	11.7	8.3	4.3	4.1		6.6	4.5	7.9	8.5	6.4
4 and 5 members	13.2	10.0	3.6	3.0		6.0	3.6	9.6	7.3	4.7
6 and over	15.8	7.9	2.6	3.8		3/	3.8	12.2	8.3	4.1
Presence of children 4/										
No children	11.3	7.7	3.6	3.0		4.3	2.8	7.9	6.2	3.4
Under 6 years	11.5	9.6	2.8	3.4		9.4	2.8	9.2	7.7	4.3
6-12 years	14.1	9.6	4.3	3.2		9.4	4.5	10.7	7.5	6.0
13-20 years	14.3	9.6	3.0	3.6		7.9	4.9	9.4	9.6	4.7
Occupation of family head										
Executive, professional	10.7	10.0	2.8	3.4		5.3	4.5	6.4	8.1	3.6
Clerical, sales, service	11.1	8.3	4.5	3.2		6.0	2.3	6.2	4.3	4.1
Craftsman, laborer	11.9	8.5	3.4	3.0		7.0	4.1	8.7	8.5	4.3
Farmer	12.6	6.2	3.2	2.6		3/	4.1	11.5	7.7	2.8
Unclassified	14.7	8.3	3.4	3.2		3.2	2.8	12.8	7.0	11.3
Education of family head										
Grammar school	12.2	7.7	3.4	3.0		6.2	4.1	9.0	7.0	4.3
Some high school	11.7	9.4	3.6	3.4		7.3	3.2	8.3	7.0	4.7
Some college	11.9	9.0	3.0	3.0		4.7	4.1	8.3	8.5	4.1
Age of housewife										
Under 35 years	10.9	9.0	3.0	3.4		6.8	3.8	8.1	5.5	
35-44 years	12.8	9.2	3.4	3.6		5.8	4.5	9.2	7.7	5.2
45 years and over	12.2	8.3	3.6	2.8		5.8	3.0	8.5	7.7	3.8

1/ Includes purchases of other frozen concentrated juices.

2/ Data not available for April-September 1953.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 4.--Frozen and shelf-pack concentrated juices and ades: Average price paid by household consumers, by family characteristics and place of residence, April-September 1953 and April-September 1955 <sup>1/</sup>

Item	Concentrate for ades									Frozen concentrated juices					
	Lemonade				Orangeade				Grape <sup>2/</sup>	Orange		Grape		Frozen single-strength lemon juice	
	Frozen		Shelf-pack		Frozen		Shelf-pack		Shelf-pack						
	1955	1953	1955	1953	1955	1953	1955	1953	1955	1955	1953	1955	1953	1955	1953
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	13.8	17.1	15.0	15.2	14.5	16.9	16.6	15.8	15.3	15.8	16.8	20.1	21.7	15.9	19.2
Geographic region															
Northeast	14.4	17.4	15.0	15.2	14.7	16.9	15.7	15.9	14.6	15.7	16.9	19.2	20.7	15.7	18.2
North Central	13.9	17.3	13.9	15.2	15.4	17.1	16.4	15.6	16.3	16.0	17.1	20.9	22.7	16.1	19.7
South	14.0	17.5	16.1	15.1	3/	3/	15.5	16.2	3/	15.1	16.0	20.3	22.4	15.7	19.9
Mountain and Southwest	14.6	16.8	15.8	15.5	12.9	15.4	17.5	16.2	15.9	16.2	17.1	21.2	21.8	17.1	19.8
Pacific	12.5	15.3	15.4	15.3	3/	14.9	16.5	15.9	15.1	15.9	16.2	19.7	21.3	16.0	18.0
Size of community															
Farm	14.6	17.4	16.1	15.4	3/	16.6	17.6	15.8	15.9	17.0	16.9	21.9	22.9	18.1	19.9
City (population)															
Under 10,000	14.6	17.9	15.7	15.5	16.2	16.7	16.5	16.2	15.8	16.0	17.6	20.9	22.7	15.9	20.4
10,000-99,999	14.0	17.5	14.2	15.1	13.1	17.6	16.6	15.6	16.2	15.8	16.8	19.9	22.5	15.8	20.6
100,000-499,999	14.1	16.7	14.8	15.4	14.4	17.7	16.1	15.6	15.7	15.6	16.3	19.3	21.5	15.9	18.8
500,000 and over	13.2	16.9	14.5	15.1	14.5	16.6	15.5	15.7	14.1	15.6	16.7	19.8	20.9	15.3	18.1
Family income															
Upper	13.8	17.3	14.8	15.5	15.1	17.0	17.0	15.7	15.5	16.0	16.9	20.4	21.9	16.1	19.5
Upper middle	13.9	16.8	15.0	14.8	14.6	17.2	16.3	15.9	15.0	15.7	16.5	19.9	21.4	16.2	18.6
Lower middle	14.0	17.2	14.7	15.2	14.3	16.1	16.6	16.0	15.3	15.5	16.9	20.1	21.6	15.7	19.3
Lower	13.5	17.0	15.3	15.7	14.0	17.2	16.2	15.8	15.3	15.8	17.0	19.4	21.6	15.4	18.9
Size of family															
1 and 2 members	13.6	17.4	15.4	15.2	15.2	17.1	16.5	16.0	15.9	15.9	17.0	19.9	21.8	16.0	19.2
3 members	13.8	17.1	15.7	15.3	14.0	17.5	16.6	15.8	14.4	16.0	16.9	19.8	21.5	16.6	18.9
4 and 5 members	13.8	16.9	14.4	15.2	15.0	16.6	16.8	15.8	14.9	15.6	16.6	20.2	21.8	15.6	19.4
6 and over	14.0	17.1	14.7	15.1	3/	16.1	16.2	15.8	16.4	15.8	16.8	20.3	21.4	15.9	3/
Presence of children <sup>4/</sup>															
No children	13.9	17.3	15.4	15.3	15.4	17.2	16.4	15.8	15.7	16.0	17.0	20.0	21.8	15.6	19.3
Under 6 years	14.0	17.2	13.9	15.4	14.5	16.6	16.4	15.9	15.1	15.8	17.0	20.2	21.3	16.7	19.3
6-12 years	13.7	16.8	14.7	15.2	13.9	16.5	16.4	15.8	15.3	15.6	16.5	20.1	21.5	16.4	18.9
13-20 years	13.8	17.0	14.5	15.3	14.8	16.9	16.6	15.9	16.0	15.7	16.6	20.5	21.6	15.8	18.9
Occupation of family head															
Executive, professional	13.8	17.0	14.7	14.9	14.9	17.6	16.0	15.9	15.1	15.8	16.5	20.4	22.0	17.5	18.6
Clerical, sales, service	13.8	17.3	15.0	15.6	13.9	17.1	15.9	15.7	14.6	15.7	17.2	20.2	21.2	15.2	18.9
Craftsman, laborer	13.8	17.0	14.7	15.2	14.6	16.7	16.5	15.9	15.6	15.7	16.7	19.7	21.4	15.6	20.2
Farmer	14.7	17.9	16.0	15.2	3/	16.1	17.5	15.8	15.6	16.7	17.0	21.4	23.2	17.3	19.6
Unclassified	13.1	17.0	15.2	15.7	15.1	16.8	16.5	15.9	15.1	16.1	16.8	19.8	21.7	15.1	19.0
Education of family head															
Grammar school	13.9	17.2	15.1	15.2	14.4	17.0	17.0	15.9	15.3	15.9	16.8	19.9	21.6	16.0	19.8
Some high school	13.8	17.0	14.7	15.2	14.4	16.4	16.3	15.7	15.5	15.9	17.0	20.1	21.7	15.3	18.9
Some college	13.7	17.0	15.1	15.4	15.2	17.9	16.1	15.9	14.7	15.6	16.4	20.2	21.7	17.2	19.3
Age of housewife															
Under 35 years	14.1	17.2	14.8	14.8	14.4	16.9	16.6	16.0	14.3	15.7	16.8	20.0	21.7	16.2	19.2
35-44 years	13.7	16.7	14.7	15.2	14.5	16.4	17.0	15.8	15.5	15.6	16.7	19.9	21.4	15.9	19.0
45 years and over	13.7	17.3	15.1	15.5	14.8	17.3	16.2	15.9	15.5	15.9	16.8	20.2	21.9	15.9	19.3

<sup>1/</sup> Price per 6-ounce can except for frozen single-strength lemon juice in April-September 1955 for which the price is for 5 to 6 ounce cans.

<sup>2/</sup> Data not available for April-September 1953.

<sup>3/</sup> Too few purchases reported for analysis.

<sup>4/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.



Table 5.--Frozen and shelf-pack concentrated juices and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1953 and April-September 1955 <sup>1/</sup>

Item	Frozen concentrated juices						Frozen single-strength lemon juice	
	Orange		Grape		All frozen concentrates <sup>2/</sup>		1955	1953
	1955	1953	1955	1953	1955	1953		
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
United States	204	172	16	12	230	194	1	1
Geographic region								
Northeast	324	282	25	19	369	318	2	1
North Central	187	163	16	14	212	184	1	1
South	110	79	8	6	120	88	1	<u>4/</u>
Mountain and Southwest	156	121	11	10	174	139	1	<u>2</u>
Pacific	202	183	15	8	231	200	1	<u>4/</u>
Size of community								
Farm	59	41	4	3	66	46	<u>4/</u>	<u>4/</u>
City (population)								
Under 10,000	126	107	12	8	142	120	1	1
10,000-99,999	189	176	19	18	217	204	1	1
100,000-499,999	234	214	20	15	270	242	2	2
500,000 and over	315	293	20	18	352	327	1	1
Family income								
Upper	285	229	19	17	319	259	2	2
Upper middle	217	198	17	14	246	222	1	1
Lower middle	180	136	16	9	206	151	1	1
Lower	129	104	10	9	146	119	<u>4/</u>	<u>4/</u>
Size of family								
1 and 2 members	240	213	19	12	273	238	2	3
3 members	263	190	20	11	297	211	1	1
4 and 5 members	219	195	18	16	246	219	1	1
6 and over	95	86	6	9	106	100	<u>4/</u>	<u>5/</u>
Presence of children <sup>6/</sup>								
No children	236	184	18	10	268	208	2	2
Under 6 years	166	161	14	14	188	182	<u>4/</u>	<u>4/</u>
6-12 years	177	163	14	13	199	183	<u>4/</u>	<u>4/</u>
13-20 years	170	138	11	10	187	154	1	1
Occupation of family head								
Executive, professional	349	306	22	22	386	344	1	2
Clerical, sales, service	319	209	22	14	358	234	1	1
Craftsman, laborer	166	146	15	11	191	163	1	1
Farmer	61	39	6	4	70	45	<u>4/</u>	<u>4/</u>
Unclassified	183	124	14	7	207	140	2	1
Education of family head								
Grammar school	126	98	9	8	142	111	1	1
Some high school	234	218	22	16	269	245	2	2
Some college	365	308	20	20	403	344	2	1
Age of housewife								
Under 35 years	172	158	16	14	198	180	1	1
35-44 years	225	188	18	14	254	210	1	1
45 years and over	211	167	14	10	236	187	2	1

- Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 5.--Frozen and shelf-pack concentrated juices, and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1953 and April-September 1955 <sup>1/</sup>--Continued

Item	Concentrate for ades								
	Lemonade				Orangeade				Grape <sup>3/</sup>
	Frozen		Shelf-pack		Frozen		Shelf-pack		Shelf-pack
	1955	1953	1955	1953	1955	1953	1955	1953	1955
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
United States	55	34	2	3	2	2	7	9	2
Geographic region									
Northeast	76	49	4	3	7	3	4	8	3
North Central	63	36	2	4	1	1	11	16	2
South	19	10	4/	1	5/	5/	1	3	5/
Mountain and Southwest	43	37	4	3	1	3	13	13	3
Pacific	72	38	3	3	5/	1	8	7	3
Size of community									
Farm	14	8	1	1	5/	4/	7	7	1
City (population)									
Under 10,000	36	24	2	2	1	1	11	14	1
10,000-99,999	61	38	3	4	1	3	8	9	1
100,000-499,999	63	49	2	3	2	1	4	10	4
500,000 and over	80	49	3	4	5	2	4	7	2
Family income									
Upper	77	44	2	2	2	2	6	10	3
Upper middle	55	37	2	3	3	2	6	10	2
Lower middle	49	27	2	3	2	1	7	8	2
Lower	37	24	3	3	2	1	6	8	2
Size of family									
1 and 2 members	78	51	4	4	1	1	10	12	2
3 members	65	37	3	3	3	2	5	13	2
4 and 5 members	53	37	2	3	3	2	6	8	2
6 and over	25	12	1	1	5/	1	5	6	1
Presence of children <sup>6/</sup>									
No children	70	44	4	4	2	1	9	10	2
Under 6 years	40	27	1	2	3	1	5	7	2
6-12 years	44	28	2	2	3	2	5	8	2
13-20 years	48	26	2	2	2	2	6	10	2
Occupation of family head									
Executive, professional	81	54	2	4	2	2	7	11	3
Clerical, sales, service	74	44	5	4	4	2	5	7	2
Craftsman, laborer	50	28	2	2	3	2	6	10	2
Farmer	20	6	1	2	5/	1	8	8	1
Unclassified	58	35	3	3	1	1	9	10	4
Education of family head									
Grammar school	36	20	2	2	2	1	7	8	1
Some high school	65	44	3	3	4	2	7	10	3
Some college	87	51	2	4	2	2	6	12	2
Age of housewife									
Under 35 years	45	27	1	2	3	2	4	5	1
35-44 years	54	34	2	3	2	2	6	10	3
45 years and over	62	37	4	3	2	1	8	11	2

<sup>1/</sup> These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those that did not make any purchases during the 6-month period.

<sup>2/</sup> Includes purchases of other frozen concentrated juices.

<sup>3/</sup> Data not available for April-September 1953.

<sup>4/</sup> One half gallon or less.

<sup>5/</sup> Too few purchases reported for analysis.

<sup>6/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.--Canned single-strength juices and ades: Percentage of all families buying, by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1955	1953	1955	1953	1955	1953	1955	1953	1955	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	30.9	35.2	24.0	24.8	12.1	13.2	2.3	3.5	11.3	17.8
Geographic region										
Northeast	27.1	25.9	25.6	24.5	17.6	15.2	3.2	4.4	15.7	21.0
North Central	29.9	35.5	20.3	23.4	11.1	15.0	3.2	5.0	12.7	23.1
South	38.1	46.2	23.7	22.7	7.3	9.4	1.2	1.9	5.9	8.1
Mountain and Southwest	30.1	38.3	24.5	26.4	6.9	8.6	3/	2.8	9.2	14.7
Pacific	28.9	31.8	29.3	31.4	16.7	15.4	2.0	1.6	10.8	18.9
Size of community										
Farm	37.1	40.8	19.6	20.3	7.2	8.3	1.4	3.1	6.6	13.2
City (population)										
Under 10,000	34.7	41.9	22.5	24.8	11.0	11.8	1.7	3.6	9.1	15.7
10,000-99,999	32.4	32.1	25.8	26.1	14.5	15.9	3.7	3.6	10.1	18.5
100,000-499,999	28.9	34.1	22.3	23.4	11.6	13.1	2.5	3.9	11.0	16.4
500,000 and over	25.0	28.4	27.8	28.1	15.0	16.2	2.4	3.4	16.5	23.0
Family income										
Upper	27.0	32.6	22.9	25.8	12.4	15.1	1.9	4.3	12.9	20.5
Upper middle	26.8	35.6	22.6	22.8	11.0	13.5	2.6	2.4	12.4	16.4
Lower middle	33.2	34.2	23.7	22.9	12.6	12.2	3.2	3.4	10.1	17.5
Lower	36.5	38.4	26.5	27.8	12.6	11.8	1.5	3.9	9.8	16.9
Size of family										
1 and 2 members	30.2	34.7	27.4	28.9	13.0	14.8	1.4	3.7	11.8	18.4
3 members	31.8	37.4	22.6	24.6	12.3	13.3	2.7	3.0	13.7	18.7
4 and 5 members	29.2	31.9	21.2	22.3	11.0	11.7	2.7	3.8	9.5	16.7
6 and over	35.8	41.7	23.7	20.8	12.3	12.3	3.2	2.7	9.6	17.6
Presence of children 4/										
No children	30.8	35.3	27.4	29.0	13.7	14.6	1.7	3.5	11.9	18.1
Under 6 years	31.7	35.0	20.9	19.5	11.6	10.4	2.1	2.8	10.2	17.1
6-12 years	29.7	33.6	21.0	19.0	11.0	11.7	3.2	3.0	10.2	16.3
13-20 years	33.2	36.8	23.3	24.4	10.9	12.8	2.9	4.1	11.3	17.2
Occupation of family head										
Executive, professional	25.3	33.6	23.8	27.0	14.5	15.6	2.4	3.9	14.5	22.4
Clerical, sales, service	24.0	31.0	23.8	24.7	13.1	14.9	2.0	4.5	14.9	20.6
Craftsman, laborer	34.9	35.6	26.1	23.1	12.8	11.8	2.8	2.9	11.2	14.7
Farmer	38.7	40.6	20.4	19.5	8.7	9.2	3/	2.6	6.9	14.0
Unclassified	24.0	37.4	20.5	31.3	9.3	14.4	2.1	3.9	8.5	18.9
Education of family head										
Grammar school	35.9	37.9	24.3	25.2	11.6	11.5	2.1	3.6	10.1	15.4
Some high school	28.2	33.2	23.8	23.3	12.1	14.2	2.8	2.9	11.4	20.3
Some college	22.2	31.5	23.2	27.0	13.8	16.1	1.7	4.3	14.7	19.7
Age of housewife										
Under 35 years	30.7	34.6	16.4	16.2	10.6	10.8	1.5	2.0	9.1	15.5
35-44 years	29.1	31.8	23.0	21.8	12.2	12.1	3.6	3.4	10.6	16.8
45 years and over	31.8	37.2	27.6	29.2	12.7	14.5	2.0	4.0	12.6	19.1

- Continued



Table 6.--Canned single-strength juices and ades: Percentage of all families buying, by family characteristics and place of residence, April-September 1953 and April-September 1955--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices 1/		Single-strength ades		
	1955		1955		1955		1955		1955		Orangeade		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	16.2	20.2	37.4	39.3	17.3	15.8	43.1	47.1	80.5	83.9	12.1	11.2	1.6
Geographic region													
Northeast	20.0	21.8	46.3	47.7	25.8	23.6	49.4	50.9	85.4	87.0	7.7	7.0	2.3
North Central	12.9	16.3	31.5	32.0	13.2	12.1	40.5	41.4	79.1	82.7	17.7	14.0	1.6
South	13.8	17.6	31.0	29.3	14.2	10.2	35.3	39.8	72.3	77.3	9.9	11.9	3/
Mountain and Southwest	18.6	24.9	38.8	43.9	17.3	14.7	45.4	52.3	81.9	86.3	14.5	15.0	3/
Pacific	18.5	26.5	43.4	52.1	15.9	18.0	48.7	60.8	87.0	89.8	9.7	9.6	3.7
Size of community													
Farm	9.5	12.2	24.7	26.8	8.5	5.8	26.9	28.7	67.0	71.4	12.1	13.9	3/
City (population)													
Under 10,000	13.6	15.4	32.1	34.2	14.3	12.2	38.3	43.3	78.5	81.3	13.8	11.6	3/
10,000-99,999	18.0	20.6	36.8	40.3	15.7	15.3	45.0	49.5	83.7	85.6	14.3	10.4	1.7
100,000-499,999	17.6	25.8	39.4	40.3	17.1	16.3	47.0	50.8	83.0	87.6	13.4	11.5	2.1
500,000 and over	20.2	25.5	47.8	50.2	25.8	24.8	52.7	58.6	86.5	91.0	9.0	9.4	3.1
Family income													
Upper	17.8	24.3	42.7	42.4	17.9	17.6	47.8	55.1	81.4	88.6	9.9	10.5	1.5
Upper middle	17.2	21.8	36.2	42.4	17.9	16.0	47.0	49.0	84.0	86.2	12.3	12.7	1.3
Lower middle	16.1	20.2	36.7	37.3	18.5	15.9	41.6	45.6	78.4	81.8	14.1	11.4	1.6
Lower	13.9	14.3	34.1	34.8	15.2	13.4	36.4	38.3	78.1	78.6	12.2	10.2	2.1
Size of family													
1 and 2 members	14.2	16.9	32.7	37.8	18.2	15.4	38.4	43.5	79.3	83.4	10.0	8.5	2.2
3 members	18.0	21.4	38.3	40.0	18.0	17.0	42.6	47.8	81.6	86.3	12.1	10.5	1.8
4 and 5 members	17.8	23.5	41.7	42.3	17.8	16.6	49.4	50.2	81.9	84.9	14.4	13.3	1.4
6 and over	14.3	18.1	38.3	33.7	12.1	12.3	42.0	46.9	78.0	78.1	12.3	14.1	3/
Presence of children 4/													
No children	15.0	17.6	33.6	39.2	18.1	15.7	38.1	44.1	78.7	83.3	9.4	9.2	2.4
Under 6 years	19.5	22.1	41.3	39.0	16.5	16.6	49.0	49.1	84.6	83.9	13.4	11.1	3/
6-12 years	17.5	22.3	39.3	39.2	17.3	14.7	45.3	49.5	79.4	83.4	14.6	14.0	1.1
13-20 years	15.0	19.4	40.5	37.4	13.9	14.6	46.6	47.6	82.4	81.9	15.9	13.8	3/
Occupation of family head													
Executive, professional	22.9	25.5	45.4	47.0	23.6	18.1	63.2	58.2	98.3	91.8	11.7	9.8	1.7
Clerical, sales, service	19.6	20.5	41.4	41.0	19.2	19.7	50.1	52.8	81.6	86.7	8.5	9.6	1.8
Craftsman, laborer	16.6	21.2	40.6	39.0	19.5	16.1	44.8	46.6	84.5	83.2	14.0	13.2	1.8
Farmer	9.2	11.0	25.5	25.7	7.8	5.3	25.7	27.4	69.1	70.6	15.2	11.4	3/
Unclassified	10.6	17.3	24.8	38.4	10.4	15.2	24.4	41.3	56.9	82.1	7.5	10.0	1.9
Education of family head													
Grammar school	13.3	17.2	33.0	34.3	15.2	13.9	36.3	39.6	77.0	80.1	12.6	13.2	1.6
Some high school	16.4	21.9	40.0	42.7	18.8	17.5	48.4	53.7	83.1	86.4	13.2	10.2	1.5
Some college	23.9	25.4	44.3	47.0	20.2	17.7	51.3	55.4	85.0	89.8	8.5	7.2	2.1
Age of housewife													
Under 35 years	18.7	19.7	39.5	36.7	16.8	14.7	46.9	50.8	80.7	84.2	12.5	11.4	1.3
35-44 years	17.9	23.9	40.5	42.1	20.2	17.4	48.7	48.7	84.1	84.1	13.6	12.1	3/
45 years and over	14.4	18.4	35.1	38.6	16.3	15.2	39.0	44.9	78.7	83.7	11.3	10.7	2.1

1/ Includes purchases of other canned juices.

2/ Purchases of this product were not in sufficient amount during April-September 1953 to permit analysis.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.--Canned Single-strength juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	Orange		Grapefruit		Orange grapefruit blend		Tangerine		Lemon	
	1955	1953	1955	1953	1955	1953	1955	1953	1955	1953
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	3.9	4.3	3.9	3.6	2.7	2.9	1.5	1.6	2.6	2.4
Geographic region										
Northeast	4.0	5.2	3.8	3.7	2.8	3.2	1.5	1.8	2.6	2.7
North Central	3.4	4.1	3.7	3.6	2.7	3.0	1.6	1.6	2.4	2.2
South	4.4	4.4	3.9	3.7	2.8	3.0	1.3	1.3	3.0	2.6
Mountain and Southwest	3.7	4.2	4.4	3.3	2.3	2.5	3/	1.1	2.0	2.5
Pacific	3.9	3.1	3.8	3.9	1.7	2.5	3/	1.7	2.3	2.3
Size of community										
Farm	3.6	4.1	3.3	3.3	3.7	2.6	3/	1.7	2.0	2.0
City (population)										
Under 10,000	4.2	4.7	3.7	3.3	2.0	2.2	1.3	1.2	2.9	2.4
10,000-99,999	3.4	4.7	4.2	4.2	2.5	3.1	1.2	1.6	2.6	2.6
100,000-499,999	4.2	4.1	4.0	3.8	2.1	3.4	1.9	2.0	2.3	1.9
500,000 and over	4.2	4.1	3.9	3.8	3.2	3.2	1.9	1.5	2.4	2.8
Family income										
Upper	4.1	4.1	4.3	3.2	3.0	2.8	1.4	1.7	2.4	2.4
Upper middle	3.8	4.5	3.6	3.4	2.7	3.4	1.4	1.9	3.0	2.1
Lower middle	3.8	4.5	3.5	3.9	2.4	3.1	1.6	1.4	2.8	2.5
Lower	3.9	4.2	3.9	4.0	2.5	2.3	1.9	1.4	2.4	2.7
Size of family										
1 and 2 members	3.6	4.3	3.9	3.6	2.6	2.8	1.5	1.2	2.6	2.5
3 members	4.0	4.1	3.6	3.6	2.6	3.3	1.7	1.3	2.5	2.4
4 and 5 members	4.0	4.3	3.7	3.6	2.8	3.1	1.6	2.0	2.8	2.4
6 and over	5.1	4.5	4.1	3.9	2.7	2.4	1.7	1.9	2.7	2.7
Presence of children <sup>4/</sup>										
No children	3.7	4.3	4.0	3.8	2.7	2.9	1.5	1.3	2.6	2.5
Under 6 years	4.3	4.2	3.4	3.6	2.2	2.9	2.2	1.8	2.0	2.3
6-12 years	4.4	4.1	3.6	3.4	2.9	2.5	1.6	1.8	2.7	2.3
13-20 years	4.3	4.4	3.8	3.5	2.7	3.0	1.2	1.9	3.0	2.7
Occupation of family head										
Executive, professional	3.7	4.3	4.2	3.3	2.2	2.9	1.7	1.8	2.4	2.3
Clerical, sales, service	4.5	5.1	4.0	4.4	2.4	3.2	1.1	1.5	2.2	2.6
Craftsman, laborer	3.7	4.2	3.6	3.4	2.8	2.9	1.5	1.8	2.6	2.5
Farmer	3.6	3.9	3.3	3.6	1.7	1.9	3/	1.3	2.4	2.0
Unclassified	5.5	4.1	5.1	3.7	3.9	3.3	1.8	1.2	3.8	2.5
Education of family head										
Grammar school	3.8	4.3	4.1	3.7	2.7	2.8	1.3	1.5	2.4	2.3
Some high school	4.1	4.3	3.6	3.8	2.9	2.8	1.8	1.7	2.9	2.4
Some college	3.9	4.5	3.8	3.4	2.2	3.6	1.6	1.7	2.4	2.8
Age of housewife										
Under 35 years	3.9	4.1	3.4	3.4	2.0	2.0	2.1	1.9	1.9	2.2
35-44 years	3.7	4.4	3.4	3.4	2.7	3.1	1.6	1.6	2.9	2.3
45 years and over	4.0	4.4	4.2	3.8	2.9	3.1	1.3	1.5	2.7	2.6

- Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.--Canned single-strength juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices <sup>1/</sup>		Single-strength ades		
											Orangeade	Lemonade <sup>2/</sup>	
	1955	1953	1955	1953	1955	1953	1955	1953	1955	1953	1955	1953	1955
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	2.6	2.7	3.8	3.8	4.7	4.5	4.0	4.6	10.2	11.3	3.2	3.6	2.8
Geographic region													
Northeast	3.0	2.8	4.7	4.9	5.6	5.5	5.0	5.6	13.3	14.4	3.0	3.5	2.4
North Central	2.5	2.2	2.8	3.1	4.4	4.1	3.4	4.1	8.1	9.4	2.6	3.6	1.5
South	2.5	3.0	3.9	3.4	4.1	2.8	3.5	4.3	9.5	9.6	4.6	3.9	2/
Mountain and Southwest	2.6	2.7	3.5	3.5	3.5	4.9	3.9	4.4	9.4	10.9	3.5	2.8	3/
Pacific	2.5	2.6	3.5	3.3	3.1	3.6	4.1	4.1	9.6	11.4	3.8	3.7	3.1
Size of community													
Farm	1.9	2.9	2.7	2.9	3.1	3.5	3.0	3.6	6.8	7.9	3.6	3.6	3/
City (population)													
Under 10,000	2.3	2.4	2.9	2.9	3.6	4.3	3.5	4.4	8.2	9.7	3.1	3.2	3/
10,000-99,999	2.3	2.8	3.5	3.5	3.7	4.9	4.1	4.5	9.3	11.3	3.1	3.3	1.9
100,000-499,999	2.5	2.7	3.7	4.1	5.2	4.1	3.6	4.3	9.8	10.9	3.4	4.3	2.3
500,000 and over	3.1	2.6	4.4	4.6	5.0	4.7	4.6	5.3	13.0	14.2	3.1	3.5	2.5
Family income													
Upper	2.8	2.7	3.7	3.8	4.9	4.2	4.5	4.7	11.6	11.7	3.1	3.7	2.9
Upper middle	2.6	2.6	4.0	3.7	5.3	5.0	4.0	4.5	9.9	11.3	3.4	3.5	3.5
Lower middle	2.7	2.5	4.0	4.3	4.6	4.7	3.9	4.9	10.1	11.6	3.2	3.8	2.0
Lower	2.5	3.0	3.6	3.5	4.2	4.0	3.9	4.2	9.4	10.3	3.1	3.3	2.5
Size of family													
1 and 2 members	2.6	2.8	3.3	3.3	5.0	4.7	4.0	4.0	9.6	10.4	2.4	2.9	2.9
3 members	2.9	2.7	3.8	3.6	4.8	4.0	4.2	4.6	10.5	11.0	3.3	4.0	2.0
4 and 5 members	2.9	2.6	4.2	4.3	4.2	4.7	4.1	4.8	10.8	11.9	3.5	4.0	2.2
6 and over	1.8	2.5	5.1	4.6	5.0	3.9	4.7	5.7	11.8	12.4	5.8	3.1	3/
Presence of children <sup>4/</sup>													
No children	2.5	2.9	3.6	3.5	5.1	4.7	4.2	4.2	10.1	10.9	2.5	3.0	2.6
Under 6 years	2.5	2.5	4.0	4.2	3.7	3.8	3.4	4.6	9.6	11.4	3.3	4.3	3/
6-12 years	2.6	2.7	4.4	4.1	4.1	4.5	4.1	4.7	10.8	11.2	4.1	4.0	2.5
13-20 years	3.1	2.4	4.1	4.0	5.1	4.3	4.6	5.1	10.9	11.6	3.9	3.5	3/
Occupation of family head													
Executive, professional	2.4	2.4	3.4	3.9	4.3	3.6	3.6	4.4	9.8	11.9	2.2	3.1	2.7
Clerical, sales, service	2.9	2.4	3.5	4.2	5.2	5.2	4.0	4.8	11.0	12.6	2.1	3.4	3.9
Craftsman, laborer	2.5	2.7	3.8	4.0	4.6	4.9	4.0	5.0	9.9	11.4	3.7	3.7	2.3
Farmer	2.3	2.8	3.2	2.8	2.6	3.0	3.0	3.4	7.1	7.6	3.1	4.0	3/
Unclassified	3.7	3.2	5.4	3.3	5.8	3.9	6.2	4.2	13.5	10.6	2.8	3.6	2.5
Education of family head													
Grammar school	2.3	2.7	3.8	3.7	4.6	4.8	4.2	4.9	9.6	10.7	3.5	3.5	2.4
Some high school	3.1	2.7	4.0	4.0	4.9	4.4	4.0	4.3	10.7	11.5	3.0	3.8	2.4
Some college	2.5	2.6	3.4	3.8	4.6	3.9	3.7	4.5	10.6	12.3	2.6	3.3	3.5
Age of housewife													
Under 35 years	2.3	2.2	3.7	3.8	3.8	3.6	3.4	4.2	9.0	9.9	3.3	3.9	1.7
35-44 years	2.8	2.7	4.3	4.4	4.7	4.4	4.1	4.9	10.5	11.8	3.9	3.8	3/
45 years and over	2.7	2.8	3.6	3.5	5.1	4.8	4.3	4.6	10.5	11.4	2.8	3.3	2.7

<sup>1/</sup> Includes purchases of other canned juices.

<sup>2/</sup> Purchases of this product were not in sufficient amount during April-September 1953 to permit analysis.

<sup>3/</sup> Too few purchases reported for analysis.

<sup>4/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.



Table 8.--Canned single-strength juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1955	1953	1955	1953	1955	1953	1955	1953	1955	1953
	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/
United States	4.9	5.5	5.6	4.7	3.4	3.5	2.0	1.8	7.1	7.1
Geographic region										
Northeast	5.3	6.5	5.4	4.8	3.5	3.7	2.0	1.9	7.1	6.3
North Central	4.4	5.7	5.8	4.8	3.7	4.0	2.2	1.7	8.6	7.1
South	5.4	5.5	5.7	4.3	3.9	3.0	1.7	2.3	7.1	6.3
Mountain and Southwest	4.5	5.3	6.2	4.5	2.5	3.2	4/	0.9	3.9	6.3
Pacific	4.6	3.9	5.2	4.9	1.8	2.6	0.6	1.6	6.3	5.5
Size of community										
Farm	4.8	5.5	5.4	3.9	3.5	3.5	0.8	2.0	5.5	4.7
City (population)										
Under 10,000	5.4	6.0	5.3	4.0	2.2	2.3	1.2	1.3	7.8	6.3
10,000-99,999	4.2	5.5	6.3	5.2	3.0	3.8	1.1	1.8	6.3	7.9
100,000-499,999	5.4	5.6	5.8	5.2	3.3	4.1	2.9	2.6	6.3	4.7
500,000 and over	5.0	5.0	5.3	5.1	3.8	3.8	2.5	1.5	7.8	8.6
Family income										
Upper	5.4	5.6	6.3	4.3	4.1	3.3	1.8	2.3	7.1	6.3
Upper middle	4.8	6.1	5.4	4.3	3.5	4.1	1.6	1.8	8.6	6.3
Lower middle	5.1	5.7	5.2	5.1	2.8	4.0	2.3	1.4	7.8	7.1
Lower	4.4	4.8	5.5	5.0	3.0	2.4	2.3	1.4	6.3	7.1
Size of family										
1 and 2 members	4.2	5.3	5.5	4.7	2.9	3.1	1.6	1.1	7.1	6.3
3 members	4.6	5.1	5.4	4.4	3.5	4.0	2.1	1.3	7.1	6.3
4 and 5 members	5.0	5.9	5.4	4.8	3.7	3.7	2.2	2.3	7.8	6.3
6 and over	7.7	6.4	6.2	5.2	3.7	3.6	2.5	3.2	8.6	9.4
Presence of children 5/										
No children	4.5	5.3	5.8	5.0	3.2	3.3	1.5	1.2	7.1	6.3
Under 6 years	5.4	5.2	5.0	4.5	3.0	3.8	3.2	2.4	5.5	6.3
6-12 years	5.8	5.4	5.3	4.4	3.6	3.0	2.2	1.8	7.8	7.1
13-20 years	5.8	6.4	5.5	4.7	3.4	3.7	1.6	2.2	9.4	8.6
Occupation of family head										
Executive, professional	4.5	5.5	6.0	4.1	3.1	3.7	2.3	2.1	6.3	6.3
Clerical, sales, service	5.6	6.8	5.8	6.3	2.8	3.6	1.0	1.8	5.5	6.3
Craftsman, laborer	4.7	5.4	5.0	4.4	3.4	3.5	2.2	1.9	7.8	7.9
Farmer	4.7	5.3	5.1	3.8	2.3	2.3	4/	1.4	7.8	5.5
Unclassified	6.3	4.8	7.9	4.6	4.8	3.9	1.7	1.2	10.2	6.3
Education of family head										
Grammar school	5.0	5.4	6.0	4.6	3.3	3.4	1.4	1.5	7.1	6.3
Some high school	5.1	5.5	5.3	5.3	3.5	3.4	2.6	2.1	7.1	7.1
Some college	4.5	6.0	5.3	3.8	3.0	4.1	1.7	2.0	7.1	7.1
Age of housewife										
Under 35 years	4.4	4.8	4.6	3.8	2.3	2.3	2.7	1.9	4.7	6.3
35-44 years	4.9	5.5	5.2	4.1	3.5	3.8	2.1	1.6	7.8	7.1
45 years and over	5.1	5.8	6.0	5.1	3.7	3.7	1.7	1.9	7.8	7.1

- Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 8.--Canned single-strength juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices 1/		Single-strength ades		
	1955		1953		1955		1953		1955		Orangesade		Lemonade 2/
	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/
United States	3.2	3.4	4.8	4.2	5.7	5.0	4.8	5.4	11.4	11.8	4.7	5.1	0.9
Geographic region													
Northeast	3.2	2.9	5.7	5.1	6.8	6.2	5.4	5.7	14.1	14.0	4.0	4.9	0.8
North Central	2.9	3.1	3.7	3.5	5.3	4.2	4.3	5.0	9.4	10.2	4.1	5.0	0.6
South	2.9	3.4	4.6	3.5	4.7	3.0	3.8	4.3	10.6	9.9	5.6	5.3	4/
Mountain and Southwest	3.8	3.8	4.3	4.3	4.5	5.7	4.3	5.3	10.3	11.9	5.1	4.2	4/
Pacific	3.4	4.5	4.8	4.3	3.5	4.0	5.5	6.4	11.2	13.4	6.5	5.9	0.9
Size of community													
Farm	3.1	4.0	3.7	3.7	3.6	3.9	3.9	4.7	8.6	9.3	5.8	5.3	4/
City (population)													
Under 10,000	2.9	3.1	3.8	3.2	4.3	5.3	3.9	5.0	9.2	10.3	4.4	4.5	4/
10,000-99,999	2.5	3.2	4.4	3.5	4.7	5.4	5.1	4.7	10.7	11.3	4.5	4.9	0.8
100,000-499,999	3.1	3.6	4.9	5.0	5.8	4.6	4.2	5.4	11.1	12.3	4.8	5.9	0.9
500,000 and over	3.4	3.2	5.3	4.9	6.1	5.1	5.2	5.9	13.5	14.0	4.7	4.8	0.8
Family income													
Upper	3.4	3.4	4.8	4.2	6.3	4.7	5.4	5.7	13.1	12.7	4.4	5.6	1.0
Upper middle	3.1	2.9	5.1	4.1	6.2	5.9	4.9	5.3	10.8	12.0	5.1	4.9	1.0
Lower middle	3.1	3.6	5.0	4.6	5.3	5.1	4.5	5.4	11.4	12.0	4.9	5.2	0.8
Lower	3.2	3.8	4.4	3.8	4.9	4.0	4.2	4.7	10.2	10.3	4.5	4.4	0.8
Size of family													
1 and 2 members	3.1	3.6	3.9	3.7	5.9	5.1	4.4	4.1	10.1	10.3	3.1	3.6	0.9
3 members	3.2	3.1	4.8	3.7	5.1	4.6	4.8	5.2	11.1	11.0	5.1	6.3	0.7
4 and 5 members	3.4	3.2	5.3	4.6	5.1	5.3	4.7	5.4	11.9	12.3	5.2	5.5	0.8
6 and over	2.7	3.8	6.9	6.0	6.8	4.2	6.8	8.7	15.5	16.2	8.9	4.5	4/
Presence of children 5/													
No children	3.1	3.8	4.6	3.7	6.1	5.3	4.8	4.7	11.0	11.1	3.5	3.8	0.9
Under 6 years	3.1	3.4	5.0	4.7	4.6	4.0	4.1	5.6	10.9	12.2	4.8	6.3	4/
6-12 years	3.2	3.6	5.5	4.7	4.9	4.9	5.1	5.7	12.4	12.0	6.4	5.8	0.8
13-20 years	3.8	2.9	5.4	4.6	6.1	4.9	5.9	6.5	13.1	13.2	5.7	5.2	4/
Occupation of family head													
Executive, professional	2.9	3.2	4.4	4.4	5.1	3.9	4.2	5.4	10.7	12.7	3.4	4.6	0.8
Clerical, sales, service	3.2	2.7	4.1	4.4	6.5	5.8	4.3	4.9	11.5	12.5	3.2	4.6	1.3
Craftsman, laborer	2.9	3.2	4.7	4.2	5.3	5.4	4.7	5.9	11.0	12.0	5.3	5.3	0.8
Farmer	3.6	3.8	4.4	3.9	3.4	3.6	4.1	4.3	8.8	8.9	5.0	6.1	4/
Unclassified	4.9	4.7	7.0	3.7	6.9	4.5	6.9	4.8	15.3	11.0	4.8	4.1	0.9
Education of family head													
Grammar school	2.9	3.2	4.8	4.0	5.3	5.4	5.1	6.0	11.1	11.5	5.1	5.0	0.8
Some high school	3.6	3.6	5.0	4.4	5.9	4.9	4.7	4.7	11.6	11.8	4.5	5.2	0.8
Some college	2.9	3.4	4.4	4.2	5.7	4.3	4.3	5.3	11.4	12.7	3.8	4.9	1.3
Age of housewife													
Under 35 years	2.9	2.7	4.2	4.1	4.6	3.5	3.6	4.9	9.3	10.0	4.5	5.4	0.6
35-44 years	3.2	3.4	5.6	4.7	5.5	5.0	5.0	5.4	11.9	12.1	6.3	5.6	4/
45 years and over	3.4	3.6	4.7	3.9	6.1	5.4	5.3	5.4	11.9	12.2	3.9	4.6	0.9

- 1/ Includes purchases of other canned juices.  
2/ Purchases of this product were not in sufficient amount during April - September 1953 to permit analysis.  
3/ The figures for average volume are equivalent number of 46-ounce cans, except lemon juice figures are equivalent 5½-ounce cans, grape juice figures are equivalent 24-ounce bottles, and prune juice figures are equivalent 32-ounce bottles.  
4/ Too few purchases reported for analysis.  
5/ Classifications in this section are not mutually exclusive, therefore some families are included in two and more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 9.--Canned single-strength juices and ades: Average price paid per can by household consumers, by family characteristics and place of residence, April-September 1953 and April-September 1955 1/

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1955	1953	1955	1953	1955	1953	1955	1953	1955	1953
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	30.9	31.4	24.4	27.0	28.3	29.8	26.1	27.5	12.9	12.2
Geographic region										
Northeast	29.6	31.1	23.4	26.2	27.0	28.7	24.4	27.7	12.7	12.1
North Central	30.7	31.1	23.7	27.1	28.2	29.9	27.0	28.4	12.9	12.5
South	30.2	30.0	23.3	25.5	26.5	28.1	23.7	22.5	14.5	12.8
Mountain and Southwest	32.9	34.1	26.2	28.1	32.2	33.6	3/	32.4	18.6	14.8
Pacific	34.0	34.9	26.4	29.4	32.3	32.6	32.0	37.3	11.1	11.7
Size of community										
Farm	31.1	32.6	25.4	27.6	29.2	31.2	29.5	29.4	17.7	12.5
City (population)										
Under 10,000	31.6	32.2	25.1	28.2	29.9	30.5	27.5	29.3	13.7	12.9
10,000-99,999	30.6	30.6	24.4	27.5	28.8	29.9	26.5	25.9	12.7	12.0
100,000-499,999	29.3	30.0	23.9	26.3	27.8	29.2	26.7	26.0	13.3	12.5
500,000 and over	31.7	30.7	23.8	26.2	27.2	29.3	24.5	27.4	11.4	11.9
Family income										
Upper	31.2	32.3	24.4	26.7	28.3	30.0	26.4	26.2	13.1	12.7
Upper middle	31.0	30.9	24.0	27.1	28.6	29.6	25.9	29.0	12.0	12.2
Lower middle	30.1	30.9	24.1	26.7	28.1	30.0	26.5	29.1	12.9	11.8
Lower	31.7	31.8	25.0	27.3	28.1	29.3	25.2	27.4	13.6	12.1
Size of family										
1 and 2 members	31.5	32.0	24.7	27.4	28.6	29.4	27.8	28.5	13.2	12.2
3 members	30.7	31.3	24.9	26.6	27.7	29.8	24.8	28.9	13.8	11.9
4 and 5 members	31.2	31.0	24.1	27.1	28.1	29.8	26.7	28.1	12.1	12.4
6 and over	30.3	31.5	23.9	26.1	29.0	30.6	25.3	23.7	12.9	11.8
Presence of children 5/										
No children	31.2	31.9	24.7	27.2	28.7	29.5	27.4	29.0	13.1	12.2
Under 6 years	30.8	30.9	23.7	26.8	27.8	29.7	26.1	25.0	12.7	11.9
6-12 years	30.9	31.2	23.9	26.3	28.0	29.7	26.1	28.3	13.0	12.2
13-20 years	30.9	31.2	24.3	26.9	28.9	30.3	26.4	28.6	12.6	12.2
Occupation of family head										
Executive, professional	31.2	31.9	24.2	27.1	28.2	30.1	25.2	28.2	12.2	12.4
Clerical, sales, service	31.8	31.3	25.0	26.3	28.1	28.8	28.3	24.1	14.0	12.0
Craftsman, laborer	30.3	30.7	24.0	26.8	28.0	29.8	26.1	28.4	12.5	12.7
Farmer	31.8	32.4	25.8	28.1	30.6	32.6	3/	29.9	14.2	12.3
Unclassified	31.5	32.2	24.4	27.7	28.4	29.5	26.8	27.7	13.7	11.7
Education of family head										
Grammar school	30.8	31.7	24.6	27.0	28.5	29.9	26.2	28.7	13.0	12.2
Some high school	26.6	30.8	24.5	27.1	28.2	29.7	25.9	25.4	12.2	12.1
Some college	31.3	31.6	23.9	26.7	27.9	29.6	27.0	28.1	12.3	12.3
Age of housewife										
Under 35 years	30.8	31.4	24.4	26.6	28.1	29.9	25.6	27.6	13.0	12.2
35-44 years	31.0	31.2	23.8	27.0	27.9	29.6	25.5	28.8	13.0	12.5
45 years and over	31.0	31.5	24.7	27.0	28.5	29.8	27.0	27.0	12.9	12.1

- Continued

Source: National Consumer Panel of Market Research Corporation of America.



Table 9.--Canned single-strength juices and ades: Average price paid per can by household consumers, by family characteristics and place of residence, April-September 1953 and April-September 1955 <sup>1/</sup> --Continued

Item	Grape		Pineapple		Prune		Tomato		Single-strength ades		
									Orangeade	Lemonade	<sup>2/</sup>
	1955	1953	1955	1953	1955	1953	1955	1953	1955	1953	1955
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	33.9	33.6	27.1	30.6	32.6	33.3	26.6	26.5	26.8	27.6	27.1
Geographic region											
Northeast	32.2	33.7	26.6	29.6	30.8	31.9	27.5	27.6	27.7	27.5	31.0
North Central	34.4	35.7	28.8	33.5	34.2	35.7	27.0	27.1	26.8	27.5	27.0
South	33.9	35.0	28.2	31.4	33.8	34.7	27.9	28.9	27.4	27.8	3/
Mountain and Southwest	35.4	34.5	28.5	31.7	35.2	36.1	27.2	26.4	26.8	28.2	3/
Pacific	34.6	29.4	24.5	27.5	32.1	31.9	24.2	22.4	25.8	27.0	3/
Size of community											
Farm	34.8	34.5	29.9	32.4	35.8	33.7	28.6	27.4	27.4	27.7	3/
City (population)											
Under 10,000	35.8	34.9	28.8	32.3	34.6	35.3	27.5	27.7	27.6	29.0	3/
10,000-99,999	35.2	35.0	27.1	31.6	33.2	34.1	26.3	26.9	26.5	26.6	28.0
100,000-499,999	33.4	34.1	26.5	29.9	33.1	33.0	26.4	26.1	26.1	27.4	26.3
500,000 and over	32.6	32.0	25.8	29.5	31.0	32.3	25.7	25.6	26.2	26.9	4/
Family income											
Upper	34.2	33.4	27.2	30.1	32.7	33.6	26.7	26.6	27.3	28.3	28.0
Upper middle	33.9	33.2	26.4	31.0	32.1	32.7	26.1	26.2	26.6	27.1	4/
Lower middle	33.5	34.0	27.0	30.2	33.0	33.5	26.7	26.5	26.9	28.1	26.0
Lower	34.1	34.2	27.8	31.2	32.4	33.8	27.1	26.4	26.6	26.8	26.3
Size of family											
1 and 2 members	34.3	33.8	27.5	30.9	33.1	34.1	26.7	26.3	27.3	27.1	26.3
3 members	33.0	33.3	26.5	30.3	31.8	33.3	26.7	26.3	26.8	27.8	4/
4 and 5 members	34.4	33.4	27.0	30.7	33.1	32.6	26.4	26.6	26.7	27.7	27.8
6 and over	33.4	34.4	27.5	30.1	30.9	33.4	26.7	26.6	26.9	27.7	3/
Presence of children <sup>5/</sup>											
No children	34.1	33.7	27.1	30.7	32.9	33.9	26.8	26.4	27.2	27.2	26.6
Under 6 years	33.6	34.7	27.2	30.3	32.1	33.8	26.2	26.6	27.0	28.4	3/
6-12 years	34.7	33.6	27.3	30.7	32.4	32.9	26.6	26.4	26.7	28.0	28.0
13-20 years	33.9	33.8	26.9	30.2	31.8	32.4	26.5	26.3	26.7	27.2	3/
Occupation of family head											
Executive, professional	34.2	32.9	26.7	30.3	32.1	33.5	26.3	26.1	27.1	28.0	29.0
Clerical, sales, service	33.5	34.8	27.0	30.5	32.3	33.9	26.8	27.0	26.7	28.9	4/
Craftsman, laborer	33.6	33.9	26.9	30.5	32.5	33.0	26.5	26.5	26.6	27.0	26.7
Farmer	35.3	34.4	29.2	32.4	35.5	32.6	27.9	26.5	27.7	27.6	3/
Unclassified	33.5	32.9	27.0	30.5	33.2	32.8	26.2	26.1	26.7	27.7	26.3
Education of family head											
Grammar school	34.4	34.6	27.9	31.2	32.7	33.5	27.2	26.8	26.9	27.3	26.6
Some high school	34.3	33.4	26.7	30.1	32.8	33.0	26.3	26.4	26.7	28.0	26.0
Some college	32.7	31.9	26.4	30.2	31.9	33.4	26.0	25.7	27.0	28.3	29.0
Age of housewife											
Under 35 years	33.8	32.9	26.7	30.7	32.5	34.0	26.5	26.4	26.9	28.7	31.0
35-44 years	33.7	33.8	27.1	30.4	32.1	32.6	26.5	26.4	26.6	27.6	3/
45 years and over	34.2	33.7	27.3	30.7	32.9	33.6	26.7	26.5	27.1	27.2	26.6

<sup>1/</sup> Per 46-ounce can, except lemon juice, per 5½-ounce can; grape, per 24-ounce bottle; and prune juice, per 32-ounce bottle.

<sup>2/</sup> Purchases of this product were not in sufficient amount during April - September 1953 to permit analysis.

<sup>3/</sup> Too few purchases reported for analysis.

<sup>4/</sup> No data available.

<sup>5/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 10.--Canned single-strength juices and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1953 and April-September 1955 <sup>1/</sup>

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1955	1953	1955	1953	1955	1953	1955	1953	1955	1953
	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/
United States	49	59	43	35	13	14	1	2	3	4
Geographic region										
Northeast	47	50	45	36	20	17	2	2	4	5
North Central	44	63	39	35	14	19	2	3	4	6
South	57	70	38	27	8	8	1	1	1	2
Mountain and Southwest	45	62	50	36	6	8	6/	1	2	3
Pacific	48	40	56	50	11	13	5/	1	3	4
Size of community										
Farm	47	61	29	21	7	8	5/	2	1	2
City (population)										
Under 10,000	60	78	38	31	8	8	1	1	3	4
10,000-99,999	46	56	54	43	14	19	1	2	3	5
100,000-499,999	51	60	43	37	12	17	2	3	3	3
500,000 and over	41	43	48	44	19	18	2	2	5	7
Family income										
Upper	44	50	43	31	15	14	1	3	3	4
Upper middle	38	62	36	28	11	16	1	1	4	3
Lower middle	52	57	38	34	11	14	2	1	3	4
Lower	61	69	56	52	14	11	1	2	3	5
Size of family										
1 and 2 members	74	104	88	77	22	26	1	2	6	8
3 members	52	67	43	38	15	19	2	1	4	5
4 and 5 members	35	46	27	26	10	10	1	2	2	3
6 and over	41	41	22	17	7	7	1	1	1	3
Presence of children <sup>1/</sup>										
No children	71	89	82	68	23	23	1	2	5	6
Under 6 years	36	38	22	18	7	8	1	1	1	3
6-12 years	37	39	23	18	8	8	1	1	2	3
13-20 years	42	52	28	25	8	10	1	2	3	4
Occupation of family head										
Executive, professional	38	55	48	33	15	17	2	2	4	5
Clerical, sales, service	48	68	50	51	13	17	1	2	4	5
Craftsman, laborer	48	53	38	28	13	11	2	2	3	4
Farmer	51	58	29	21	6	6	6/	1	2	2
Unclassified	69	75	74	61	20	24	2	2	5	6
Education of family head										
Grammar school	56	61	46	34	12	11	1	2	3	4
Some high school	46	54	40	36	14	14	2	2	3	5
Some college	34	61	41	34	14	21	1	3	4	5
Age of housewife										
Under 35 years	35	40	19	15	6	6	1	1	1	3
35-44 years	38	44	31	22	11	12	2	1	3	4
45 years and over	65	79	67	54	19	20	1	3	5	6

- Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 10.--Canned single-strength juices and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence  
April-September 1953 and April-September 1955 <sup>1/</sup>--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices <sup>2/</sup>		Single-strength ades		
	1955		1953		1955		1953		1955		Orangeade		Lemonade <sup>3/</sup>
	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>	Cases <sup>4/</sup>
United States	9	11	57	50	22	16	66	75	292	297	18	17	<sup>5/</sup>
Geographic region													
Northeast	11	10	87	73	40	31	87	88	394	367	10	10	1
North Central	6	8	39	34	16	11	58	64	248	264	25	22	<sup>5/</sup>
South	6	9	39	28	13	6	38	47	212	208	16	17	<sup>5/</sup>
Mountain and Southwest	12	15	55	58	18	18	64	85	277	318	24	20	<sup>5/</sup>
Pacific	12	20	76	72	14	17	99	126	354	392	23	18	1
Size of community													
Farm	4	7	24	26	6	4	29	36	155	177	19	19	<sup>6/</sup>
City (population)													
Under 10,000	6	8	39	34	14	14	49	66	234	260	20	16	<sup>6/</sup>
10,000-99,999	8	11	55	44	17	18	77	73	300	306	21	16	<sup>5/</sup>
100,000-499,999	9	15	63	62	23	16	65	86	302	332	21	21	1
500,000 and over	12	14	83	75	36	27	90	106	388	392	14	14	1
Family income													
Upper	9	12	62	50	24	16	78	88	321	310	13	16	<sup>5/</sup>
Upper middle	8	9	54	49	23	19	68	73	270	293	18	18	<sup>5/</sup>
Lower middle	8	11	57	50	21	16	58	70	275	283	21	17	<sup>5/</sup>
Lower	9	10	57	50	19	14	59	68	302	304	21	17	1
Size of family													
1 and 2 members	13	18	75	79	43	32	98	104	464	496	18	18	1
3 members	11	12	65	52	23	19	73	87	322	335	22	24	<sup>5/</sup>
4 and 5 members	8	10	53	47	16	15	56	65	236	254	18	18	<sup>5/</sup>
6 and over	3	6	39	31	8	6	42	64	179	195	16	10	<sup>6/</sup>
Presence of children <sup>7/</sup>													
No children	12	16	79	69	39	28	94	98	445	440	17	17	1
Under 6 years	6	8	44	38	11	10	43	58	194	213	14	15	<sup>6/</sup>
6-12 years	6	9	46	40	12	11	45	61	208	217	20	18	<sup>5/</sup>
13-20 years	6	6	48	38	13	11	61	68	234	240	20	16	<sup>5/</sup>
Occupation of family head													
Executive, professional	11	13	66	61	28	15	89	92	350	348	13	14	<sup>5/</sup>
Clerical, sales, service	12	10	62	59	31	26	79	85	340	353	10	14	1
Craftsman, laborer	7	10	56	45	21	17	62	75	274	272	22	19	<sup>5/</sup>
Farmer	5	6	31	27	5	4	30	32	169	170	21	19	<sup>5/</sup>
Unclassified	12	18	80	59	23	20	78	83	399	377	16	17	1
Education of family head													
Grammar school	6	9	50	41	18	15	58	70	269	271	20	20	<sup>5/</sup>
Some high school	10	12	63	56	25	18	72	74	308	305	19	16	<sup>5/</sup>
Some college	12	14	66	64	27	17	74	93	325	365	11	11	1
Age of housewife													
Under 35 years	7	7	43	37	14	9	43	60	192	205	14	15	<sup>5/</sup>
35-44 years	8	11	59	50	20	15	64	67	263	255	22	17	<sup>5/</sup>
45 years and over	10	13	66	56	28	21	82	89	378	376	18	18	1

<sup>1/</sup> These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those not making purchases during the 6-month period.

<sup>2/</sup> Includes purchases of other canned juices.

<sup>3/</sup> Purchases of this product were not in sufficient amount during April - September 1953 to permit analysis.

<sup>4/</sup> Equivalent cases of No. 2 cans, 4.32 ounces per case.

<sup>5/</sup> One-half a case or less.

<sup>6/</sup> Too few purchases reported for analysis.

<sup>7/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.



Table 11.--Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges <sup>1/</sup>	
	1955	1953	1955	1953	1955	1953	1955	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	45.3	50.9	26.8	28.3	22.1	24.4	62.2	67.2
Geographic region								
Northeast	54.4	60.1	45.7	46.9	24.9	27.0	71.9	75.6
North Central	58.1	63.8	22.0	23.1	23.0	24.0	68.3	73.6
South	14.3	17.5	32.6	33.2	18.4	23.5	47.2	52.1
Mountain and Southwest	39.0	44.4	13.8	14.0	18.4	23.4	52.6	57.4
Pacific	57.5	67.5	2.4	1.8	24.2	22.3	63.4	69.7
Size of community								
Farm	29.0	35.3	19.3	21.2	20.8	23.9	49.4	56.7
City (population)								
Under 10,000	36.6	42.3	21.2	23.2	22.1	26.0	56.7	62.1
10,000-99,999	47.1	53.3	30.2	30.4	19.8	23.4	62.8	70.3
100,000-499,999	47.6	52.8	29.5	33.8	19.3	24.0	64.4	69.5
500,000 and over	59.1	65.3	31.7	32.8	26.0	24.4	71.9	75.3
Family income								
Upper	48.2	56.8	28.6	30.6	25.4	26.4	65.6	73.5
Upper middle	46.7	54.1	25.3	29.2	23.3	25.7	64.3	70.6
Lower middle	48.9	50.8	26.9	27.7	21.8	24.4	63.3	66.5
Lower	38.0	41.3	26.3	25.8	18.1	21.1	55.8	57.9
Size of family								
1 and 2 members	42.4	47.1	22.3	25.7	18.6	19.8	57.6	62.6
3 members	44.7	48.5	27.1	29.7	23.8	25.6	62.3	67.1
4 and 5 members	50.6	57.9	30.7	31.4	25.3	27.9	67.5	73.3
6 and over	41.2	45.5	28.9	24.8	20.7	25.4	61.5	63.2
Presence of children <sup>2/</sup>								
No children	43.2	48.4	23.9	26.2	19.3	21.8	58.9	64.1
Under 6 years	48.3	53.6	30.3	29.8	25.6	28.5	67.3	69.9
6-12 years	48.4	54.3	29.3	29.6	25.5	27.4	66.5	70.7
13-20 years	45.8	50.1	29.7	30.1	21.7	23.9	64.1	68.6
Occupation of family head								
Executive, professional	57.6	59.1	35.3	32.0	23.8	24.1	76.2	73.4
Clerical, sales, service	48.1	50.0	29.3	29.6	25.1	25.7	63.8	66.7
Craftsman, laborer	48.9	54.3	28.2	28.3	23.6	25.7	66.5	69.7
Farmer	34.0	34.4	19.0	18.6	22.8	22.8	53.9	55.0
Unclassified	28.0	45.1	17.0	30.1	11.8	21.1	38.5	63.0
Education of family head								
Grammar school	41.2	45.8	25.0	26.2	20.7	23.7	58.5	63.7
Some high school	46.9	54.2	26.1	29.1	22.3	24.9	63.4	69.1
Some college	54.0	59.0	33.2	33.3	25.8	25.9	70.1	73.8
Age of housewife								
Under 35 years	45.7	48.9	24.3	25.8	25.7	27.6	62.3	63.9
35-44 years	51.9	55.6	29.3	30.3	25.1	26.0	68.3	70.6
45 years and over	42.2	48.9	26.6	28.1	19.2	22.6	59.3	66.5

- Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 11.--Fresh citrus fruit: Percentage of families buying, by family characteristics and place of residence.  
April-September 1953 and April-September 1955--Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1955	1953	1955	1953	1955	1953	1955	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	38.6	40.1	59.0	62.1	6.2	5.9	78.7	82.5
Geographic region								
Northeast	46.9	46.9	62.7	64.3	9.5	6.8	84.2	87.5
North Central	39.3	42.9	59.7	61.9	6.8	7.0	82.0	86.0
South	31.1	28.7	60.4	65.5	4.4	4.7	71.2	75.5
Mountain and Southwest	29.6	29.2	58.2	59.4	5.6	6.3	75.0	75.9
Pacific	41.6	49.0	48.9	53.7	2.0	3.3	76.9	81.7
Size of community								
Farm	27.8	24.4	55.2	58.6	1.9	2.1	70.7	75.7
City (population)								
Under 10,000	30.7	32.1	54.8	60.0	3.7	3.7	74.7	79.2
10,000-99,999	40.3	42.3	62.4	62.2	6.4	5.7	79.5	83.4
100,000-499,999	41.4	47.5	61.6	65.5	8.5	10.0	82.6	84.8
500,000 and over	48.2	51.1	61.0	64.0	8.9	7.8	83.5	87.7
Family income								
Upper	43.3	47.6	62.2	68.6	9.6	8.6	80.4	88.0
Upper middle	37.7	39.5	59.9	65.7	6.1	6.6	81.2	84.8
Lower middle	36.3	35.7	59.2	56.8	5.2	5.7	79.2	80.9
Lower	37.2	37.5	55.0	57.2	3.9	2.8	74.3	76.1
Size of family								
1 and 2 members	42.7	45.3	59.7	62.4	6.2	6.7	77.9	81.5
3 members	38.2	40.1	61.3	62.8	5.5	4.8	79.8	83.2
4 and 5 members	36.7	39.4	57.9	64.1	7.3	6.9	80.7	85.4
6 and over	32.3	27.2	55.6	54.7	4.2	3.1	73.8	75.9
Presence of children <sup>1/</sup>								
No children	42.3	45.6	59.4	64.1	5.8	5.9	77.2	82.2
Under 6 years	35.4	32.0	57.7	57.9	7.2	5.2	81.9	81.1
6-12 years	34.9	33.1	58.5	60.0	6.5	6.0	79.7	82.3
13-20 years	37.0	36.5	59.7	62.6	5.6	5.6	79.5	82.4
Occupation of family head								
Executive, professional	56.7	50.3	74.2	67.9	11.7	9.4	97.2	88.0
Clerical, sales, service	44.4	44.9	60.8	63.5	8.1	8.0	82.2	83.6
Craftsman, laborer	36.8	34.9	59.8	60.4	5.4	5.1	81.9	82.3
Farmer	28.9	25.7	57.3	59.0	2.2	2.2	72.5	74.1
Unclassified	27.5	45.9	39.5	59.3	4.1	3.7	49.9	80.9
Education of family head								
Grammar school	34.1	34.7	57.2	59.6	3.9	3.5	75.8	80.0
Some high school	37.3	42.4	57.6	63.5	5.7	6.9	78.7	83.5
Some college	54.5	51.5	67.5	66.7	13.5	11.3	87.4	88.0
Age of housewife								
Under 35 years	30.9	27.3	53.3	51.9	5.5	4.6	77.2	75.9
35-44 years	37.1	37.4	59.4	64.6	6.8	6.4	81.1	85.2
45 years and over	42.5	45.7	61.2	64.1	6.2	6.2	78.3	83.2

<sup>1/</sup> Includes small purchases of Texas oranges.

<sup>2/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 12.--Fresh citrus fruit: Average number of purchases per buying family by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges 1/	
	1955	1953	1955	1953	1955	1953	1955	1953
	Number	Number	Number	Number	Number	Number	Number	Number
United States	5.6	6.6	4.7	4.9	2.9	3.1	7.2	8.2
Geographic region								
Northeast	6.1	7.1	5.6	6.0	3.0	3.4	9.2	10.6
North Central	5.7	6.8	3.2	3.5	2.5	2.7	6.7	7.9
South	3.4	3.5	4.3	4.7	3.9	3.3	5.5	5.7
Mountain and Southwest	5.3	6.0	3.4	2.6	2.6	3.2	6.2	7.0
Pacific	5.6	6.9	2.4	1.0	2.7	2.6	6.2	7.5
Size of community								
Farm	5.0	5.1	3.2	3.7	2.9	2.8	5.4	5.8
City (population)								
Under 10,000	4.8	5.8	3.8	3.9	3.1	3.2	5.8	6.8
10,000-99,999	5.4	5.9	3.8	4.8	2.0	2.9	6.6	7.5
100,000-499,999	5.4	6.5	4.4	5.1	3.1	3.1	7.0	8.6
500,000 and over	5.8	7.8	5.8	5.8	2.9	3.2	8.4	10.3
Family income								
Upper	6.6	6.9	5.4	5.2	2.7	3.3	8.3	8.7
Upper middle	5.3	6.5	4.8	4.6	3.1	3.2	7.0	8.1
Lower middle	5.4	6.9	4.3	4.9	3.1	2.8	7.1	8.4
Lower	5.1	5.9	4.3	4.8	2.8	3.0	6.5	7.5
Size of family								
1 and 2 members	5.8	6.4	5.4	5.0	2.8	2.7	7.3	7.7
3 members	5.8	6.2	4.3	4.4	2.8	2.8	7.2	7.5
4 and 5 members	5.7	6.9	5.1	5.2	3.1	3.2	7.9	9.0
6 and over	6.4	7.1	4.4	4.5	4.8	4.0	8.1	8.5
Presence of children 2/								
No children	5.9	6.3	5.4	5.1	2.7	2.9	7.5	7.9
Under 6 years	5.1	6.6	4.2	4.7	3.3	3.2	6.9	8.5
6-12 years	5.9	7.0	5.0	4.8	3.3	3.3	7.8	8.7
13-20 years	6.1	7.0	4.3	4.6	3.4	3.5	7.6	8.5
Occupation of family head								
Executive, professional	5.2	6.5	4.3	4.6	2.3	3.4	6.6	8.4
Clerical, sales, service	5.5	6.8	5.3	5.6	2.8	3.1	7.8	8.8
Craftsman, laborer	5.4	7.0	4.4	4.9	3.0	3.1	7.0	8.7
Farmer	4.7	5.2	3.5	3.6	2.8	2.8	5.5	5.7
Unclassified	7.7	5.9	7.1	5.1	4.1	2.4	10.1	7.5
Education of family head								
Grammar school	5.6	6.6	4.9	4.9	3.1	3.3	7.2	8.0
Some high school	5.7	6.4	4.4	4.7	2.9	2.9	7.1	8.1
Some college	5.1	7.0	4.7	5.3	2.4	2.8	7.1	9.0
Age of housewife								
Under 35 years	4.6	6.0	4.2	4.9	3.1	3.1	6.4	7.9
35-44 years	5.6	6.8	4.9	4.5	2.7	3.2	7.4	8.5
45 years and over	6.1	6.7	4.9	5.1	3.0	3.0	7.6	8.2

- Continued

Source: National Consumer Panel of Market Research Corporation of America.



Table 12.--Fresh citrus fruit: Average number of purchases per buying family by family characteristics and place of residence, April-September 1953 and April-September 1955 - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1955	1953	1955	1953	1955	1953	1955	1953
	Number	Number	Number	Number	Number	Number	Number	Number
United States	4.9	4.8	5.2	5.4	1.8	1.6	12.1	13.2
Geographic region								
Northeast	5.4	5.4	5.7	5.4	1.7	1.4	15.2	16.1
North Central	4.7	4.4	5.9	4.3	1.7	1.6	10.6	12.2
South	4.4	4.8	7.4	7.2	1.7	2.1	11.8	12.1
Mountain and Southwest	4.4	4.3	4.8	5.3	2.1	2.0	10.0	11.3
Pacific	5.6	4.6	4.2	4.4	2.3	1.0	10.5	12.1
Size of community								
Farm	4.0	4.3	5.2	5.1	1.3	2.3	9.4	9.7
City (population)								
Under 10,000	4.8	4.4	5.3	5.5	1.6	1.5	10.2	11.4
10,000-99,999	4.7	4.5	4.5	5.2	1.6	1.6	11.1	12.6
100,000-499,999	4.9	4.9	5.6	5.5	1.8	1.8	12.2	14.3
500,000 and over	5.2	5.2	5.6	5.5	1.8	1.5	14.3	16.1
Family income								
Upper	5.5	4.8	5.7	5.6	2.1	1.8	14.4	14.4
Upper middle	4.8	4.4	5.4	5.3	1.7	1.7	11.8	13.2
Lower middle	4.4	4.8	4.7	5.3	1.5	1.4	11.2	12.6
Lower	4.8	4.7	5.2	5.5	1.5	1.5	11.2	12.2
Size of family								
1 and 2 members	5.9	5.5	5.1	5.5	1.9	1.5	12.9	13.3
3 members	4.5	4.6	5.0	5.6	1.9	1.8	11.9	12.6
4 and 5 members	4.0	4.3	5.4	5.2	1.6	1.7	12.5	13.7
6 and over	3.6	4.2	6.9	5.3	2.3	1.6	13.6	12.5
Presence of children 2/								
No children	6.0	5.4	5.4	5.8	2.0	1.4	13.4	13.8
Under 6 years	3.5	4.0	5.0	4.7	1.3	1.8	10.7	12.4
6-12 years	3.7	4.0	5.4	4.8	1.6	1.9	12.3	12.8
13-20 years	4.0	4.3	5.7	5.4	2.0	1.6	12.4	13.2
Occupation of family head								
Executive, professional	5.2	5.1	4.5	5.0	2.0	1.9	11.8	14.0
Clerical, sales, service	5.1	5.2	4.9	6.0	1.6	1.7	12.5	14.6
Craftsman, laborer	4.1	4.1	5.1	5.2	1.5	1.3	11.2	13.0
Farmer	4.1	4.2	5.3	5.4	1.4	1.4	9.9	10.0
Unclassified	8.3	5.4	7.9	5.6	2.3	1.8	19.0	13.2
Education of family head								
Grammar school	4.9	4.6	5.3	5.2	1.6	1.3	11.8	12.3
Some high school	4.8	4.6	5.3	5.5	1.9	1.5	11.9	13.4
Some college	5.1	5.5	4.9	5.7	1.8	2.1	12.8	15.4
Age of housewife								
Under 35 years	3.2	3.4	4.2	4.3	1.1	1.8	9.4	10.9
35-44 years	4.0	4.2	5.4	5.0	2.0	1.8	12.1	12.9
45 years and over	5.8	5.3	5.5	5.9	2.0	1.5	13.5	14.1

1/ Includes small purchases of Texas oranges.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 13.--Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges 1/	
	1955	1953	1955	1953	1955	1953	1955	1953
	<u>Dozens</u>	<u>Dozens</u>	<u>Dozens</u>	<u>Dozens</u>	<u>Dozens</u>	<u>Dozens</u>	<u>Dozens</u>	<u>Dozens</u>
United States	5.77	7.13	5.18	5.29	2.83	3.13	7.49	8.82
Geographic region								
Northeast	5.69	6.84	5.82	6.48	2.78	3.08	8.97	10.61
North Central	5.76	7.18	3.64	4.03	2.54	2.85	6.96	8.44
South	3.34	2.96	5.19	5.04	3.45	2.77	5.97	5.46
Mountain and Southwest	5.84	6.26	3.72	2.56	2.19	4.05	6.00	7.16
Pacific	6.93	10.20	2.38	.56	3.15	3.80	7.58	11.11
Size of community								
Farm	5.93	6.08	3.62	4.36	2.66	2.84	6.06	6.68
City (population)								
Under 10,000	4.77	5.92	4.78	4.43	2.67	2.78	5.98	6.91
10,000-99,999	5.63	5.93	4.02	5.38	2.12	2.77	6.94	7.76
100,000-499,999	5.41	7.34	4.89	5.32	3.03	3.48	7.22	9.61
500,000 and over	5.99	8.42	6.16	5.98	3.04	3.46	8.76	11.05
Family income								
Upper	7.01	7.83	5.98	5.79	2.72	3.52	8.84	9.78
Upper middle	5.94	7.14	5.61	5.29	2.81	3.11	7.29	8.85
Lower middle	5.72	7.17	4.79	5.26	3.10	3.17	7.55	8.88
Lower	4.86	6.10	4.49	4.73	2.79	2.56	6.43	7.44
Size of family								
1 and 2 members	5.16	5.99	5.08	4.66	2.10	2.32	6.47	7.22
3 members	5.55	6.23	4.55	4.92	2.50	2.51	6.96	7.49
4 and 5 members	6.08	7.58	5.23	6.15	2.94	3.04	8.43	9.84
6 and over	8.38	10.56	5.73	5.69	6.38	6.25	10.53	12.42
Presence of children 2/								
No children	5.36	6.04	5.22	4.96	2.13	2.55	6.78	7.51
Under 6 years	5.89	7.94	5.06	5.46	3.41	3.98	7.89	10.11
6-12 years	6.69	8.27	6.02	5.80	3.51	4.02	8.94	10.40
13-20 years	7.02	8.43	5.32	5.45	3.77	3.95	8.84	9.99
Occupation of family head								
Executive, professional	5.56	7.59	4.56	4.89	2.35	3.74	7.08	9.54
Clerical, sales, service	5.53	6.16	5.54	5.59	2.49	2.58	7.71	8.11
Craftsman, laborer	5.48	7.77	5.06	5.59	2.96	3.50	7.29	9.07
Farmer	5.66	6.04	4.36	3.94	2.76	2.86	6.32	6.76
Unclassified	7.37	5.99	6.75	5.51	3.71	2.02	9.53	7.63
Education of family head								
Grammar school	5.56	6.97	5.55	5.48	3.12	3.33	7.47	8.55
Some high school	6.08	6.78	4.75	4.98	2.65	2.78	7.42	8.47
Some college	5.58	8.22	5.12	5.45	2.49	3.26	7.66	10.21
Age of housewife								
Under 35 years	5.09	6.51	4.74	5.32	3.02	3.46	6.92	8.66
35-44 years	6.28	7.96	5.89	5.00	2.91	3.40	8.39	9.74
45 years and over	5.83	6.83	5.08	5.46	2.69	2.82	7.34	8.34

- Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 13.--Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1953 and April-September 1955 - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1955	1953	1955	1953	1955	1953	1955	1953
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	1.88	1.70	3.27	3.06	1.10	1.00	9.40	10.40
Geographic region								
Northeast	1.81	1.66	2.90	2.50	.85	.68	10.90	11.94
North Central	1.88	1.62	2.50	2.30	1.13	.82	8.61	9.76
South	1.73	1.71	5.43	4.92	1.40	1.69	9.41	8.79
Mountain and Southwest	1.78	1.76	2.84	3.04	1.38	1.74	7.22	8.84
Pacific	2.25	1.90	2.31	2.46	.97	.42	9.00	12.29
Size of community								
Farm	1.85	2.06	3.75	3.22	.96	1.94	7.92	8.21
City (population)								
Under 10,000	2.04	1.65	3.43	3.31	1.13	.99	7.97	8.64
10,000-99,999	1.69	1.53	2.80	2.95	.90	.83	8.62	9.57
100,000-499,999	1.86	1.67	3.61	3.41	1.34	1.22	9.40	11.60
500,000 and over	1.81	1.68	2.98	2.62	.94	.74	10.87	12.47
Family income								
Upper	2.13	1.75	3.56	3.21	1.38	1.09	11.29	11.73
Upper middle	1.83	1.78	3.45	3.02	1.07	1.10	9.26	10.65
Lower middle	1.69	1.62	2.82	2.88	.82	.81	8.98	10.09
Lower	1.85	1.62	3.27	3.12	.99	.89	8.26	8.84
Size of family								
1 and 2 members	2.11	1.80	2.84	2.85	1.07	.93	8.22	8.81
3 members	1.76	1.65	3.09	3.24	1.35	1.12	8.76	9.35
4 and 5 members	1.56	1.58	3.33	3.02	.87	.97	10.25	11.54
6 and over	1.62	1.80	5.30	3.54	1.81	1.39	13.58	13.60
Presence of children <sup>2/</sup>								
No children	2.18	1.79	3.23	3.17	1.17	.84	8.96	9.38
Under 6 years	1.27	1.47	3.21	2.65	.86	1.11	9.34	11.27
6-12 years	1.47	1.53	3.51	2.78	1.02	1.19	10.77	11.67
13-20 years	1.72	1.77	3.84	3.43	1.37	1.09	1.09	11.79
Occupation of family head								
Executive, professional	1.88	1.72	2.58	2.63	1.18	1.20	8.80	11.12
Clerical, sales, service	1.84	1.73	2.72	3.30	.87	1.02	9.08	10.01
Craftsman, laborer	1.56	1.47	3.35	3.06	1.02	.78	9.15	11.11
Farmer	1.98	1.97	3.70	3.51	.75	1.22	8.44	8.53
Unclassified	3.11	1.96	4.61	3.02	1.49	.97	12.88	9.32
Education of family head								
Grammar school	1.98	1.77	3.54	3.11	1.09	.92	9.40	9.95
Some high school	1.78	1.58	3.24	3.09	1.15	.80	9.29	10.24
Some college	1.82	1.75	2.68	2.87	1.07	1.35	9.52	11.95
Age of housewife								
Under 35 years	1.14	1.31	2.62	2.39	.68	1.21	7.90	9.48
35-44 years	1.55	1.46	3.38	2.76	1.22	1.11	10.38	10.90
45 years and over	2.23	1.88	3.47	3.40	1.22	.89	9.59	10.40

<sup>1/</sup> Includes small purchases of Texas oranges.

<sup>2/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 14.--Fresh citrus fruit: Average prices paid per dozen by household consumers, by family characteristics and place of residence, April-September 1953 and April-September 1955

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges <sup>1/</sup>	
	1955	1953	1955	1953	1955	1953	1955	1953
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	45.6	38.9	39.6	38.6	42.2	38.2	43.4	38.7
Geographic region								
Northeast	52.5	46.6	43.1	40.7	46.8	45.5	48.0	44.2
North Central	46.1	39.3	41.0	38.5	44.3	37.5	45.1	39.0
South	44.2	41.5	32.8	33.7	37.8	38.9	35.8	36.3
Mountain and Southwest	49.9	39.8	42.7	40.1	45.4	31.2	47.5	38.1
Pacific	36.8	26.9	52.5	67.6	38.0	29.2	37.2	27.2
Size of community								
Farm	42.7	37.6	39.7	36.2	41.6	39.1	41.8	37.5
City (population)								
Under 10,000	48.1	41.2	35.9	35.9	43.9	41.0	43.9	39.9
10,000-99,999	46.2	40.6	40.2	38.7	44.6	40.9	44.4	40.1
100,000-499,999	46.4	37.6	37.9	38.0	40.3	33.4	43.1	37.2
500,000 and over	44.6	38.5	42.1	40.7	41.5	38.1	43.5	39.0
Family income								
Upper	47.1	39.2	39.7	39.0	44.0	38.8	44.8	39.1
Upper middle	44.4	38.0	40.0	37.8	42.5	39.9	43.0	38.2
Lower middle	44.6	40.3	39.1	38.9	41.2	33.5	42.7	39.0
Lower	45.9	37.5	39.3	38.6	40.8	41.7	42.7	38.3
Size of family								
1 and 2 members	48.5	39.9	41.1	40.1	45.8	43.1	46.2	40.3
3 members	47.6	40.5	37.7	38.2	43.3	38.8	44.1	39.6
4 and 5 members	45.0	39.4	40.5	38.5	41.4	40.0	43.2	39.3
6 and over	41.8	33.9	37.2	35.9	40.4	31.1	40.5	33.7
Presence of children <sup>2/</sup>								
No children	48.4	40.1	40.6	39.8	45.9	42.9	45.8	40.3
Under 6 years	43.9	37.4	39.4	39.0	41.0	33.3	42.2	37.1
6-12 years	43.8	37.9	39.7	37.8	41.1	34.1	42.3	37.3
13-20 years	43.4	38.4	38.2	36.7	40.5	36.7	41.7	37.8
Occupation of family head								
Executive, professional	45.5	36.0	40.4	39.3	42.4	39.5	43.9	37.3
Clerical, sales, service	46.0	43.3	40.4	39.6	42.3	41.8	43.9	42.0
Craftsman, laborer	46.3	39.5	39.1	38.6	41.8	36.0	43.5	38.8
Farmer	43.0	34.8	39.9	37.0	41.5	36.2	42.0	35.5
Unclassified	43.6	39.0	38.6	36.7	45.9	42.3	42.5	38.5
Education of family head								
Grammar school	46.1	40.1	38.6	36.9	42.0	38.0	43.2	39.0
Some high school	45.1	39.2	40.0	39.1	43.3	39.5	43.6	39.2
Some college	45.4	35.8	41.1	41.7	40.6	36.4	43.6	37.3
Age of housewife								
Under 35 years	43.0	38.8	37.9	40.4	40.5	32.7	41.3	38.1
35-44 years	44.9	37.7	40.6	38.2	41.1	37.5	43.2	37.8
45 years and over	47.6	39.7	39.7	38.3	44.5	41.4	44.9	39.6

- Continued

Source: National Consumer Panel of Market Research Corporation of America.



Table 14.--Fresh citrus fruit: Average prices paid per dozen by household consumers, by family characteristics and place of residence, April-September 1953 and April-September 1955--Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1955	1953	1955	1953	1955	1953	1955	1953
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	93.5	96.3	41.5	44.9	33.3	38.5	47.3	44.6
Geographic region								
Northeast	102.1	109.3	48.9	52.6	40.9	51.5	52.7	50.3
North Central	92.0	98.6	47.1	52.1	32.5	48.5	49.6	46.2
South	83.7	92.8	35.0	37.9	27.2	29.1	38.8	41.1
Mountain and Southwest	99.3	84.1	41.8	42.3	23.7	21.9	50.4	42.5
Pacific	90.0	77.0	41.2	40.4	55.9	58.1	44.1	33.6
Size of community								
Farm	86.6	90.4	39.0	43.8	33.5	29.7	44.5	43.7
City (population)								
Under 10,000	91.0	93.7	40.8	44.4	31.3	42.1	47.2	45.3
10,000-99,999	97.2	95.5	41.2	44.6	34.8	41.8	48.1	45.6
100,000-499,999	94.4	98.7	40.5	42.2	27.0	34.2	46.8	43.3
500,000 and over	95.6	98.7	45.6	48.4	39.3	45.1	48.6	45.1
Family income								
Upper	96.3	98.1	41.9	45.4	34.2	40.6	48.6	45.2
Upper middle	93.7	96.0	41.7	45.5	33.1	35.2	46.9	44.3
Lower middle	90.8	94.9	41.4	44.7	34.5	38.6	46.2	44.1
Lower	92.2	95.5	41.0	43.7	29.6	40.1	47.3	44.9
Size of family								
1 and 2 members	97.4	99.5	42.7	45.3	34.3	39.0	52.3	48.2
3 members	92.6	91.9	40.9	44.3	28.0	39.6	47.7	45.3
4 and 5 members	91.3	93.5	42.4	45.5	37.7	39.0	46.3	43.9
6 and over	88.2	102.3	39.1	43.4	29.8	31.9	42.7	38.8
Presence of children <sup>2/</sup>								
No children	96.6	99.0	42.3	45.0	34.3	40.8	51.3	47.8
Under 6 years	94.5	95.6	41.1	44.2	34.2	36.4	45.0	41.3
6-12 years	90.2	91.1	40.7	44.4	34.2	36.8	44.9	41.4
13-20 years	87.4	93.4	40.7	44.5	30.4	36.1	44.7	43.0
Occupation of family head								
Executive, professional	98.2	100.3	43.3	45.8	37.3	35.4	50.0	44.4
Clerical, sales, service	94.8	103.6	42.4	45.5	32.1	36.6	48.5	48.6
Craftsman, laborer	93.0	93.0	40.9	44.7	30.6	44.0	46.2	43.0
Farmer	83.4	84.4	40.1	43.4	35.2	32.5	44.8	42.0
Unclassified	92.6	92.9	42.6	44.5	32.0	47.0	49.1	46.5
Education of family head								
Grammar school	91.3	94.6	41.1	44.8	32.4	37.1	46.7	44.6
Some high school	94.5	95.8	41.6	44.7	32.9	47.1	47.2	45.0
Some college	96.2	100.6	42.5	45.4	34.6	32.7	49.1	44.1
Age of housewife								
Under 35 years	92.8	90.2	40.7	43.2	35.1	30.7	44.0	41.5
35-44 years	92.1	97.3	41.3	45.3	33.2	36.3	45.8	42.7
45 years and over	94.2	96.8	42.0	45.0	32.8	42.6	49.9	46.6

<sup>1/</sup> Includes small purchases of Texas oranges.

<sup>2/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 15.--Fresh citrus fruit: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1953 and April-September 1955 <sup>1/</sup>

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges <sup>2/</sup>	
	1955	1953	1955	1953	1955	1953	1955	1953
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	707	1,024	418	424	188	216	1,403	1,673
Geographic region								
Northeast	952	1,167	818	863	213	236	1,984	2,275
North Central	1,047	1,336	250	272	182	200	1,485	1,813
South	124	133	439	430	165	168	731	732
Mountain and Southwest	629	504	158	103	124	273	971	1,238
Pacific	1,366	2,100	20	3	262	258	1,643	2,362
Size of community								
Farm	433	538	176	232	139	170	754	949
City (population)								
Under 10,000	532	729	308	299	180	210	1,032	1,248
10,000-99,999	240	940	382	486	132	193	1,370	1,622
100,000-499,999	795	1,121	445	510	181	248	1,435	1,933
500,000 and over	1,102	1,590	608	566	246	244	1,961	2,406
Family income								
Upper	953	1,154	482	459	195	241	1,637	1,864
Upper middle	721	1,026	395	410	182	213	1,305	1,660
Lower middle	809	987	372	395	195	210	1,381	1,599
Lower	657	888	420	431	180	190	1,277	1,521
Size of family								
1 and 2 members	1,188	1,526	616	648	212	248	2,025	2,440
3 members	827	1,003	411	446	198	214	1,446	1,670
4 and 5 members	700	1,000	414	440	169	194	1,295	1,645
6 and over	480	698	230	205	184	231	899	1,140
Presence of children <sup>3/</sup>								
No children	1,117	1,310	602	584	198	249	1,926	2,159
Under 6 years	560	834	304	318	173	222	1,047	1,383
6-12 years	644	912	351	349	178	224	1,183	1,494
13-20 years	659	878	324	341	168	196	1,162	1,424
Occupation of family head								
Executive, professional	1,004	1,257	504	438	175	252	1,693	1,961
Clerical, sales, service	899	943	548	507	211	203	1,663	1,656
Craftsman, laborer	741	1,081	394	406	193	230	1,339	1,727
Farmer	501	583	215	187	164	166	886	949
Unclassified	890	1,066	495	652	189	168	1,582	1,895
Education of family head								
Grammar school	679	889	412	400	191	220	1,295	1,518
Some high school	854	1,026	371	405	177	193	1,410	1,636
Some college	956	1,461	538	546	204	254	1,701	2,267
Age of housewife								
Under 35 years	559	729	276	314	187	219	1,035	1,267
35-44 years	801	1,042	421	357	180	208	1,408	1,618
45 years and over	930	1,154	510	530	195	220	1,644	1,916

- Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 15.--Fresh citrus fruit: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1953 and April-September 1955 <sup>1/</sup> - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1955	1953	1955	1953	1955	1953	1955	1953
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	219	192	581	537	21	17	2,226	2,421
Geographic region								
Northeast	261	221	560	455	25	13	2,836	2,967
North Central	231	202	466	415	24	17	2,206	2,446
South	139	126	851	829	16	20	1,738	1,708
Mountain and Southwest	162	149	508	523	24	32	1,666	1,941
Pacific	321	285	388	402	7	4	2,374	3,065
Size of community								
Farm	130	126	522	473	5	10	1,410	1,559
City (population)								
Under 10,000	190	154	572	578	13	11	1,812	1,992
10,000-99,999	214	192	550	546	18	14	2,153	2,375
100,000-499,999	238	229	686	646	35	35	2,398	2,846
500,000 and over	271	248	566	485	26	17	2,828	3,161
Family income								
Upper	260	216	626	571	37	24	2,562	2,677
Upper middle	192	186	575	528	18	19	2,092	2,399
Lower middle	177	156	483	442	12	13	2,056	2,211
Lower	245	214	640	628	14	9	2,182	2,373
Size of family								
1 and 2 members	490	441	920	960	36	33	3,477	3,879
3 members	224	220	632	676	25	18	2,330	2,586
4 and 5 members	130	142	438	441	14	15	1,881	2,245
6 and over	73	71	409	281	11	6	1,392	1,500
Presence of children <sup>3/</sup>								
No children	445	366	924	910	33	22	3,333	3,462
Under 6 years	89	92	367	301	12	11	1,516	1,789
6-12 years	102	103	409	340	13	15	1,709	1,952
13-20 years	131	135	470	447	16	13	1,781	2,019
Occupation of family head								
Executive, professional	334	242	600	501	43	32	2,673	2,743
Clerical, sales, service	276	238	558	641	24	25	2,522	2,561
Craftsman, laborer	159	131	554	474	15	10	2,070	2,345
Farmer	149	129	551	528	4	7	1,591	1,613
Unclassified	369	354	786	706	26	14	2,774	2,969
Education of family head								
Grammar school	200	171	600	517	13	9	2,111	2,217
Some high school	199	187	558	549	20	15	2,190	2,389
Some college	314	271	574	577	46	46	2,637	3,167
Age of housewife								
Under 35 years	85	82	336	284	9	13	1,465	1,647
35-44 years	142	128	493	419	20	17	2,067	2,185
45 years and over	358	296	802	754	28	19	2,836	2,988

<sup>1/</sup> These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those not making purchases during the 6-month period.

<sup>2/</sup> Includes small purchases of Texas oranges.

<sup>3/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.